

Economics: The shifting fortunes of prime-time access
Facilities: The battle is joined (again) on VHF drop-ins

Broadcasting Aug 14

The newsweekly of broadcasting and allied arts

Our 41st Year 1972



Winner! 5 Academy Awards

- Best Production
- Best Direction
- Best Film Editing
- Best Art Direction
- Best Screenplay



The Apartment

(Available after Network)

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direction is ingenious." — THE NEW YORK TIMES

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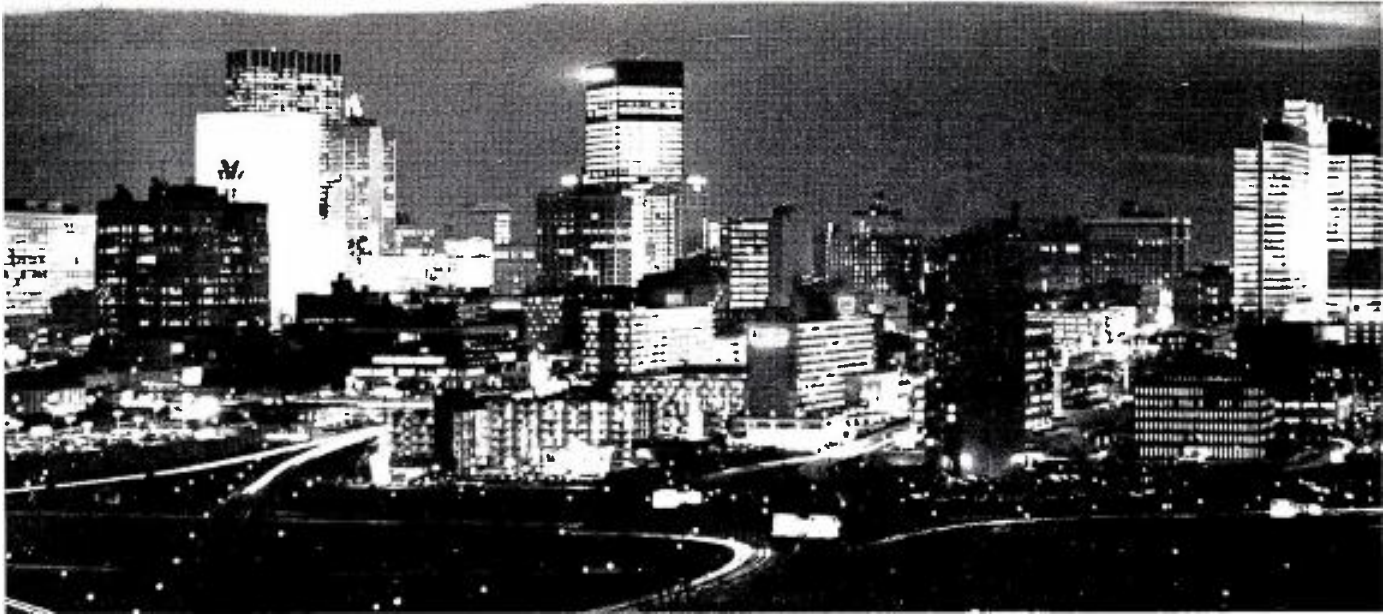
UA Showcase 7

United Artists Television



Entertainment from Transamerica Corporation

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Credit: Atlanta Chamber of Commerce.

Now hear this! Atlanta's WPCH appoints Blair Radio

WPCH, Sudbrink Broadcasting's new sound in town is taking Atlanta radio listeners by storm.

Who says so? ARB.

In the scant seven weeks from the debut of a new beautiful music format in February, to the start of the April-May '72 ARB survey, Atlanta listeners have thrust WPCH into a tie for the number two spot among metro adults 25-49, Monday-Sunday, 6:00 a.m. to midnight. In another important audience category — metro 18-49 women, 10 a.m. to 3 p.m. — WPCH has moved into a tie for third among the 23 stations covering the Atlanta market.

And now, Blair Radio is your buying link to WPCH, the fastest moving station in one of the fastest growing cities in the nation. In conjunction with WGST, Atlanta, Blair Radio can offer you extensive reach potential.

Get all the latest information about the new radio scene that's emerging in Atlanta. Call your Blair man today.



America's Leading Radio Representative
A Division of John Blair & Company

Source: ARB Radio Audience Estimates, Atlanta, April-May '72. '71. Audience estimates are subject to qualifications available on request.

Broadcasting Aug 14

	CLOSED-CIRCUIT	5
Reruns indispensable for networks, in public's interest, CBS tells FCC.	AT DEADLINE	6
	DATEBOOK	12
	OPEN MIKE	13
	MONDAY MEMO	14
GOP honeymoon with the press: Nixon administration calls off its attack, content to have the Democrats in news spotlight. Broadcasters do business as usual, get ready for Republicans' campaign turn.	LEAD STORY: BROADCAST JOURNALISM	17
The bad news and the good news in radio advertising: 1971 was a banner year; recent pace of spot off.	BROADCAST ADVERTISING	23
The independents organize a new force to reckon with in television.	MEDIA	31
The old order passes at CPB: Macy's resignation follows Pace's.		32
It's still a Mexican standoff in Tijuana-San Diego broadcast dispute.		33
It may be no sale for KFSD-FM as FCC calls for hearing on format change.		34
	CHANGING HANDS	36
Adman's memo plus Jack Anderson equal red faces at OTP.		38
An FCC documentation on what Hollywood knew about prime-time access: it's costing the majors \$50 million a year, spreading the wealth to smaller producers. Station beneficiaries: major-market independents.	PROGRAMMING	40
Hope springs eternal for summer replacements. Here's a report on 1972's.		41
A tale of two cities; or, how to put it together in black radio.		43
No stars in Justice Department's eyes: It's negative on program exclusivity.		46
	MUSIC	47
The fight's official now: WETA-TV files for its VHF drop-in.	EQUIPMENT & ENGINEERING	48
A bumper crop of good news in broadcast-related company reports.	FINANCE	50
	FATES & FORTUNES	53
	FOR THE RECORD	55
Jules Fine: from television tyro to marketing master at Ogilvy & Mather.	PROFILE	67
	EDITORIALS	68

WTEV community programming reflects the many faces of its audience

To enrich the widely different lives of its viewers, WTEV thoughtfully develops community programming to inform, entertain, stimulate and enlighten. Whatever the age, whatever the interest - WTEV meets the needs.

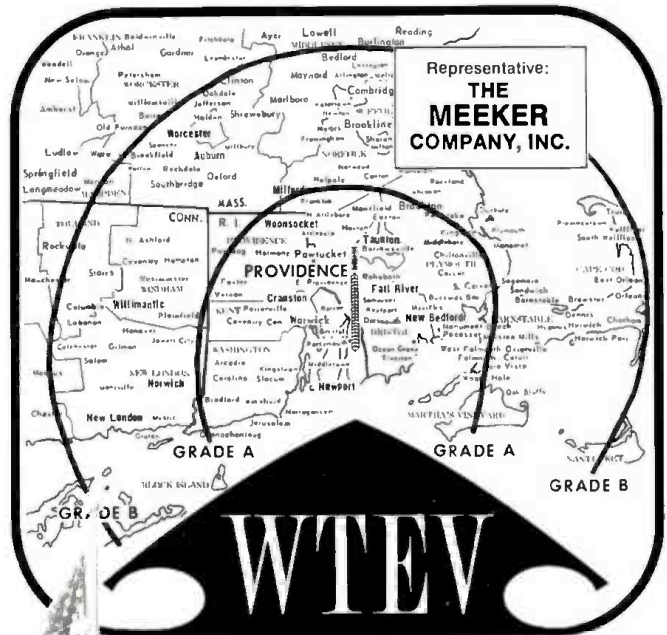
WTEV

Providence—New Bedford—Fall River
Rhode Island—Massachusetts

Vance L. Eckersley, Sta. Mgr.

Serving the Greater Providence Area

Channel



STEINMAN TELEVISION STATIONS • Clair McCollough, Pres.
WTEV Providence, R. I./New Bedford-Fall River, Mass. • WGAL-TV Lancaster-Harrisburg-York-Lebanon, Pa.

Closed Circuit®

Boom time

Television business looks so good in 1972—its comeback year—that industry authorities are upping their forecasts. Television Bureau of Advertising early in year had predicted modest gains of 5% for network, 5% for national and regional spot and 12% for local. Bureau now estimates that “conservatively” network-TV billing should be up in 8% range over 1971, spot up 10% and local 20%.

New competitor?

There's new cloud on communications horizon, and it may already be bigger than man's fist—in potential impact on cable and broadcast TV. It's called multipoint distribution service (MDS), common-carrier, omnidirectional microwave service that FCC has established in 2150-2160 mhz band. It was originally conceived as carrier of instructional television to schools and industry or of meetings to dispersed groups in business and industry. But since it can transmit signals to hotels or apartment houses, MDS is now seen as potential medium for pay TV. FCC's Cable Television and Broadcast Bureaus are now urging commission to review subscription-television and payable rules that bar program siphoning from free television to determine whether same principles should be applied to MDS.

As long as MDS bandwidth was limited to 3.5 mhz, nobody paid much attention to it. But FCC two years ago widened band to accommodate TV transmissions, and interest is suddenly high. Now outstanding is FCC rulemaking aimed at developing technical standards to accommodate heavy demand.

Bait

National Association of Broadcasters is about to revive weekly newsletter, covering association activities and trade news. It's another inducement in association's drive for new members (BROADCASTING, Aug. 7). Multipage *NAB Highlights* that had been distributed weekly to members for years was reduced to single-sheet *Hotline* early in 1971. Heavied-up *Hotline*, perhaps with new name, will come out in fall.

In the family

ABC reportedly has reached tentative agreement to sell its ABC Films division to group composed essentially of ABC Films management people, headed by President Kevin O'Sullivan. Deal is subject to execution of final contract and ABC board approval. Some 320 film properties are involved, but *Mod Squad*, *Let's Make a Deal* and “Prime I,” “Prime

II” and “Prime III” packages of *Movies of Week* are considered key elements. Older favorites include *Ben Casey*, *Fugitive*, *Combat*.

It's understood ABC plans to hold out all feature films made originally for theatrical release but may make separate deal for their foreign distribution by new group and sell domestic rights later to new group or some other. Sale of division will terminate months of negotiations with several prospective buyers to comply with FCC rule ordering networks out of domestic syndication.

Standing pat

Office of Telecommunications Policy is busily knocking down rumors that its first and thus far only director, Clay T. Whitehead, will soon leave government service for job in industry. Rumors—some of them indicating he will leave before election day—have been so persistent, and effect on staff morale so severe, that Mr. Whitehead made in-house announcement that he has no plans to leave. Mr. Whitehead has had job offers, sources say, but he intends to stay at OTP at least “through most of 1973”—assuming, of course, re-election of President Nixon.

Try again

Democrats have another television fund-raising project coming up. They've scheduled two-hour prime-time show on NBC-TV for Tuesday, Aug. 29, which is billed as combination entertainment special and fund appeal. Unlike 18½-hour telethon Democratic National Committee conducted on ABC-TV last month (BROADCASTING, July 10, et seq.), this one won't involve telephone call-ins, according to reports last week, though some other features—use of top name talent and arrangements enabling contributors to charge pledges on credit cards, for example—are expected to be retained. Program is scheduled 7:30-9:30 p.m. NYT. Time costs alone are estimated unofficially at about \$330,000. Democrats are now estimating ABC telethon will net \$2 million, after all money is collected and expenses paid (see page 29).

Takes one to know one

Long struggle that Boston Herald-Traveler Corp. finally lost last March to keep its WHDH-TV on channel 5 is to be subject of book—by author who can claim personal experience in broadcast maneuvering. It'll be work of Sterling (Red) Quinlan, one-time ABC VP in Chicago, who wrote novel, “The Merger,” based on his associations with high officials involved in consolidation of United Paramount Theaters and American Broadcasting Co.

Mr. Quinlan has begun interviewing losers of Boston channel 5 and winners—Boston Broadcasters Inc., now operating as WCVB-TV.

Recently Mr. Quinlan has been consultant to International Digisonics, which has been trying to get TV-monitoring system approved by FCC. Last spring, as 70% owner of applicant that had challenged incumbent WQAD-TV for channel 8, Moline, Ill., Mr. Quinlan participated in \$400,000 settlement under which his company withdrew (BROADCASTING, May 22).

Imus in the night?

Though he refuses to confirm it, Jack Thayer, who hired radio personality Don Imus for KXOA(AM) Sacramento, Calif., and took him to WGAR(AM) Cleveland two years ago, only to have *Imus in the Morning* lured away by WNBC(AM) New York last winter, reportedly plans to resign as general manager, WGAR, to become Mr. Imus's personal manager. Mr. Imus, in production deal with David Susskind, signed agreement for pilot for ABC-TV two weeks ago. ABC officials won't discuss where show might be used, but speculation places it as possibility for late-night slot. Imus pilot has not been formulated yet, Mr. Susskind says, but will be “interesting hybrid.”

Odd lot

When John B. Connally, former secretary of treasury, officially became national chairman of Democrats for Nixon last week, it was no surprise because former Texas governor, ex-broadcaster (erstwhile part-owner of KVET[AM] Austin) and protege of former President Lyndon B. Johnson, had telegraphed word preceding month. What did occasion eyebrow lifting was announcement that Leonard H. Marks, Washington communications attorney, director of USIA under President Johnson, and pre-Democratic convention supporter of Senator Hubert H. Humphrey, had become treasurer of newly-formed Nixon committee. While LBJ, as party patriarch, is expected to support solid ticket, several of his confidants have switched to Nixon ticket only. Erstwhile White House aides who have joined Gov. Connally include former press secretary George Christian and former counsel Jack Jacobsen.

Emerging from Middleburg, Va., horse-country to help in Nixon fund-raising among broadcast-connected entities is Thad H. Brown Jr., who was vice president, television, of National Association of Broadcasters two decades ago. His late father, Thad H. Brown, Ohio Republican, was general counsel and later member of Federal Radio Commission, superseded in 1934 by FCC.

At Deadline

Cutting back on reruns would void profits—CBS

Idea would be counterproductive to both Hollywood craftsmen and viewers, network tells FCC

CBS last week told FCC that pending proposal for 75% cutback in network prime-time reruns would set programing methodology back 20 years while ignoring present-day economic realities. In asking commission to reject proposal, submitted by Hollywood film editor Bernard Balmuth, CBS claimed result of such action would be opposite of what Mr. Balmuth is looking for—namely, increased employment in Hollywood film industry and allegedly greater public-interest benefits from reduction of unwanted program material.

Network noted that, according to audience research, only 13% of potential TV audience views particular program first time around. Thus, it said, rebroadcasting such programs clearly serves public interest in that this practice makes show available to 87% of viewers who missed first showing as well as those who want to see it again. It also cited 1967 CBS survey that indicated audiences favor reruns to summer replacements, based on ratings statistics showing replacement programs not faring as well as regular series broadcast for second time.

In addition, CBS claimed, increasing number of episodes in series to 36 per season—actually less than called for in Balmuth proposal—would escalate production costs to level that is more than double combined network 1971 profits. Even in 1969, networks' most prosperous year, CBS said, network profits would have been "entirely eliminated" under this standard.

And while CBS said it sympathized with plight of unemployed film workers, it claimed this "is not the result of any network action" but rather result of demise of Hollywood studios and changing theatrical production techniques. Contrary to Mr. Balmuth's contention, CBS said increase in amount of original network programing would probably take production assignments away from Hollywood instead of replenishing them, because networks would be forced to turn to more economical production sources in order to recover losses from increased program obligations.

Another point in opposition to Balmuth proposal was voiced at commission by Chris-Craft Industries, licensee of independent stations KCOP(TV) Los Angeles and KPTV(TV) Portland, Ore. Firm claimed cutback in reruns would hurt independent producers because it would reduce amount of prime time available for syndicated material. This, in turn,

would cause "substantial tightening" of market for syndicated off-network programing—of variety that independent stations thrive on—Chris-Craft said.

Broadcast pleadings last week came on heels of FCC filing by coalition of 17 film industry unions in support of Mr. Balmuth's plan (see page 45).

Senate passes election bill; matches Stanton reform plan

Proposal that would prevent voters in West from being influenced by broadcast projections of outcome of national elections cleared Senate late last week.

Under Senator Hubert Humphrey's (D-Minn.) rider to bill authorizing funds for American Bicentennial Commission, election day would be holiday and opening and closing of all polls would occur simultaneously. Polls would open at 11 a.m. EST and close 12 hours later. Provisions would apply only to presidential and congressional races.

Proposal is identical to recommendation CBS Vice Chairman Frank Stanton has pushed for number of years, and repeated to Democratic platform committee two months ago (BROADCASTING, June 26).

Humphrey rider was adopted 52 to 33; overall bill passed by 87 to 0.

House has not yet acted on similar bill, which does not contain provision similar to Humphrey amendment. Rider will be one of differences ironed out in eventual Senate-House conference.

Unpersuasive. J. B. Stoner, white racist candidate whose paid advertisements attacking "niggers" raised storm in Georgia and at FCC (Broadcasting, Aug. 7), finished well out of running in campaign for Democratic nomination. With about 75% of precincts reporting as of Friday (Aug. 11), Mr. Stoner was running fifth in field of 15 candidates, with 30,266 votes or about 5% of total. (One of four candidates whose totals topped his was black activist.)

Great Krypton! Warner Bros. Television, in what company feels is major acquisition, has gained worldwide TV distribution rights to 104 live-action half-hour episodes of *Superman* and 69 animated half-hours of package of *Superman/Batman/Aquaman* cartoons. Total of 173 episodes involved in acquisition were originally produced by National Periodical Publications Inc. Both live-action and animated packages previously were distributed by Television Programs International for National Periodical. Animated episodes are all in color, as are half of live-action programs.

Chicanos plan organization to help in acquisition of broadcast properties; seek Spanish appointment to FCC

Planning will begin soon for chicano conference to establish national organization that would be based in Washington and whose purpose would be to aid chicanos seeking to acquire ownership of broadcast stations. Decision to set up conference was reached at First National Spanish Speaking Radio Broadcasting Seminar, held in Washington for three ways last week. Seminar, attended by 16 chicanos from Southwest, West and Midwest, was sponsored by Interstate Research Associates, chicano nonprofit consulting firm.

Group attending seminar named six-member working committee that will plan for conference, expected to be held in four to six months. Community Relations Service and IRA will provide committee with technical assistance.

Rick Bela, counsel for IRA, who will assist committee, said group feels national organization is needed to provide Washington representation to chicanos interested in broadcasting, and to help raise financing for those who want to acquire stations.

In second move indicating determination to make chicanos more visible in communications matters, group resolved to seek representation on FCC. It will ask Spanish-speaking people to urge appointment of Spanish-surnamed American to next vacancy on commission. That is due to come June 30, when Commissioner Nicholas Johnson's term expires.

Code authority issues rules for TV personal product ads

Among stringent guidelines issued Friday (Aug. 11) for advertisers and agencies planning to advertise personal feminine products on TV: no hard sell, no graphic language or video portrayals, generalized statements permissible depending on context, copy must not play on possible fears or insecurities. They follow acceptance by National Association of Broadcasters television board and code review board of one-year test of TV advertising for such products as sanitary napkins, tampons and douches (BROADCASTING, July 17).

In issuing guidelines, Television Code Authority, which acts as clearing house, indicated broad requirement that all such advertising copy and claims adhere to "stringent standards" in taste and in substantiation and that there's to be strong consideration of audience composition in commercial scheduling. The basic specifications:

"Institutional, trade name and/or reminder advertising [for products] will be reviewed on a case-

WHO LISTENS TO YOUNG PEOPLE?



WE DO!

America's young people are alert to what's happening in the world today. And, what's more, they are vitally concerned. The future of our country is in their hands. Isn't it important that we begin now to listen to their opinions and ideas? It's a beginning on the road to bridging the generation gap, and that is important to young people as well as adults.

Each week, young people from our area discuss their problems and concerns, and even offer their solutions, with Bill Wheless, WFBC-TV Public Affairs Director.

It's just a small thing, but WFBC-TV thinks someone should listen. And, listen we do, each week on "Let's Talk About It," a presentation of WFBC-TV Public Affairs.



MULTIMEDIA

Represented by KATZ

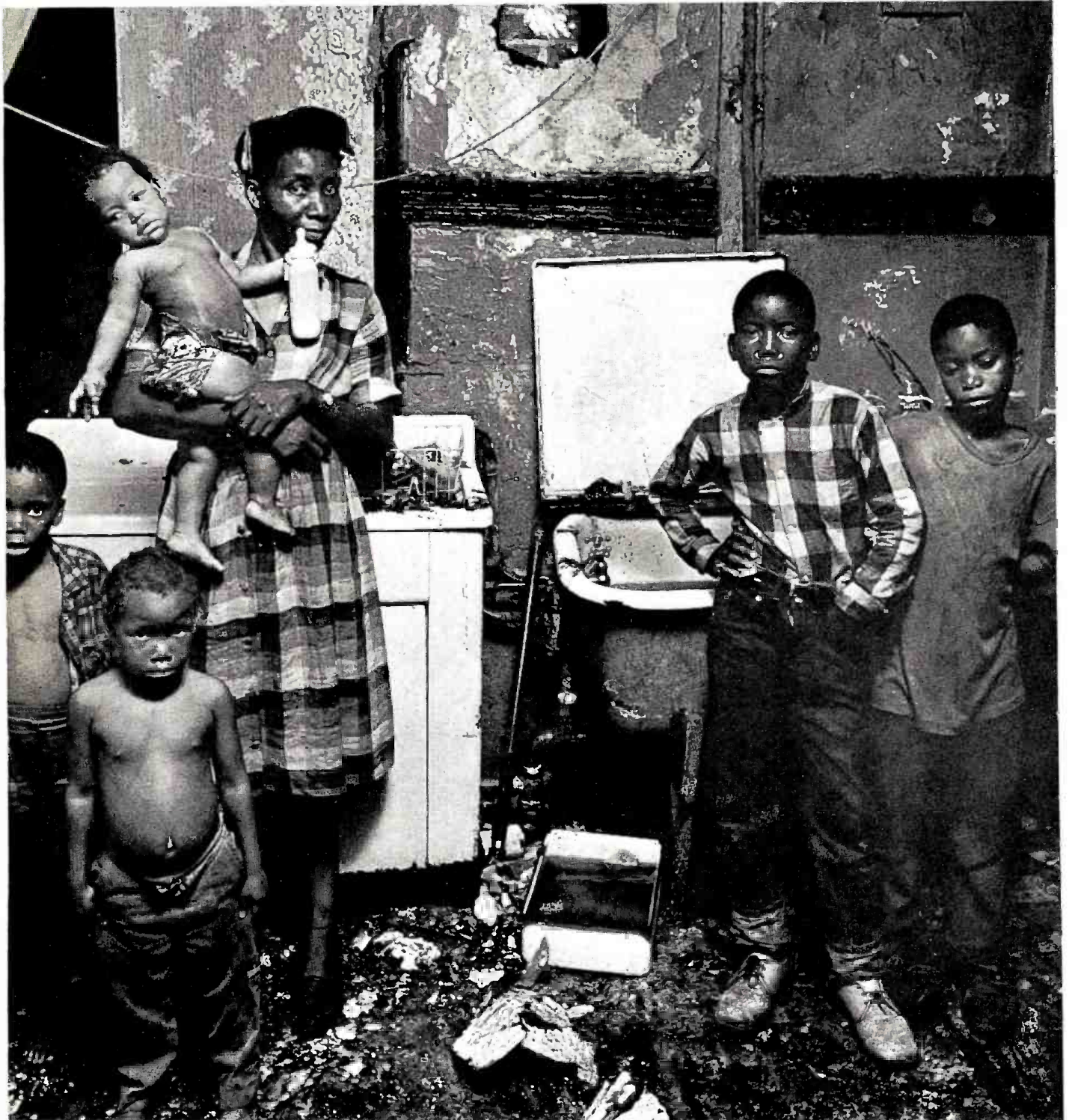
WFBC-AM-FM-TV, Greenville, S.C.
WBIR-AM-FM-TV, Knoxville, Tenn.
WMAZ-AM-FM-TV, Macon, Ga.

WFBC-TV
GREENVILLE, SOUTH CAROLINA



POVERTY IN A TRILLION-DOLLAR ECONOMY IS A CRYING SHAME.

**Broadcasters are concerned
and are doing something about it.**



Poverty is a subject that's been hidden in the closet for a long time. And closet space has run out. Because there are now 25 million people in the U.S. living in poverty. That's 13% of the population (in New York City alone, one out of every six persons is on welfare).

More statistics: One-third of the country is considered ill-housed. And by 1975, there will be 16 million on relief. Collecting about 25 billion in welfare payments.

Very sobering facts for the richest nation in the world.

And it's not just poverty that's having a heyday. Poverty has a way of breeding other things. Like crime and violence. Squalor. Drug abuse. Malnutrition. Riots. Even death.

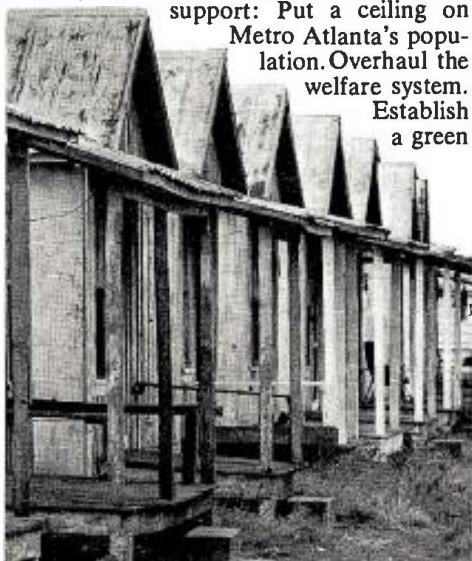
America's broadcasters feel that poverty has had it too easy for too long in this country. And that's why Storer Broadcasting, through its radio and TV stations, is trying to do a lot of things to make sure that poverty gets exactly what it deserves. Extinction.

WAGA-TV in Atlanta fights poverty and related diseases in many different ways.

In a series of editorials, WAGA-TV backed Mayor Massell's proposals for a two-city plan for North and South Fulton. It emphasized that the opening up of new sites for more and smaller housing projects was necessary for real progress. Channel 5 stressed the fact that low income must not carry a label of bad citizenship. Nor should it condemn people to the slums. The station also actively backed passage of a bill that would give people protection against "blockbusting" tactics used by salesmen to scare and intimidate people into selling their houses—a practice that can turn neighborhoods into ghettos.

Among other proposals backed by WAGA-TV with strong editorial support: Put a ceiling on Metro Atlanta's population. Overhaul the welfare system.

Establish a green



belt around Atlanta by means of state zoning, building permits or water connection. Annex some of the suburbs to Atlanta. Start federal and state action to provide jobs and houses outside the metro area. And build more outlying clinics for better medical care for low income and impoverished people.

WSPD-Radio Toledo believes in spreading the wealth around.

WSPD-Radio spoke out for the principle of widely "scattered" public housing units as opposed to the clustering of subsidized dwellings in a relatively few blocks or neighborhoods. It helped. For as a result of the editorial, Toledo's housing authorities started to look for "scattered" lots in older sections of the city. In another series of programs the housing problems of greater Toledo were discussed. The YMCA Town Meeting also covered such subjects as the rehabilitating of neighborhoods and the capital investment program.

WJBK-TV Detroit puts it this way: Get the people involved who can do something about poverty.

Every year WJBK-TV invites the Michigan Legislature, the Mayor of Detroit, and the Common Council on a personal tour of Detroit. They get a first-hand look at what conditions are in the inner-city, what the problems are and what's being done to make things better. The annual tour helps spotlight the legislative and financial support the inner-city must have if it is to survive. Has the tour been successful? It has. This is the third year the station's done it.

The station has also aired live discussions with Detroit's Mayor Gribbs and City Controller Robert Roselle concerning financial problems threatening Detroit. And with area housing experts on problems cities face in providing adequate housing of all types, urban renewal and financing.

WITI-TV Milwaukee thinks editorials are important. But people have to do something about them.

During the last year over 50 editorials and programs have been carried by Channel 6 dealing with topics ranging from urban development to poverty and what can be done about them.

One was a progress report on the black-operated health care delivery program that aims to partially fulfill an urgent need in the inner-city. Another backed a 7-county plan for low income housing.

WJW-Radio Cleveland says you can't have a home unless you have a house first.

On a program called "City Club Forum" WJW interviewed Bob Fitz-

gerald of the Cleveland Metro Housing Authority. He discussed its aims, history of subsidized housing and government policy change toward home ownership. "Mission to Metropolis" invited figures from major religious organizations on the program. They discussed how they worked together to improve housing for low income groups. They also covered the housing situation of the poor, and the problems of racial and economic discrimination.



The program invited the Director of Interfaith Housing Corporation to talk about ways to improve housing for low income groups (the prime need: replacement of housing for persons already in the area).

Concerned stations—talking to concerned citizens.

All Storer stations get involved in the vital affairs of the communities they serve. It's a matter of policy with us, and a matter of pride for the people who staff our stations.

That's why our stations often do as routine, things that community leaders consider rather special.

We look at it this way. The more effective we are in our communities, the more effective we are for our advertisers, and the more effective we are for ourselves.

Broadcasting that serves.

THE **STORER STATIONS**
STORER BROADCASTING COMPANY

WAGA-TV Atlanta / WSBK-TV Boston / WJW-TV Cleveland / WJBK-TV Detroit / WITI-TV Milwaukee / WSPD-TV Toledo
WJW Cleveland / WDEE Detroit / KGBS Los Angeles / WGBS Miami / WHN New York / WSPD Toledo

by-case basis and are recommended as advertising approaches . . . the use of hard-sell techniques is unacceptable.

"Graphic language and video portrayals concerning product/body functions and mechanics are disallowed . . . generalized statements relating to grooming, femininity, freshness, etc., are acceptable, depending on context.

"Statements related to supplemental aspects of a product and general product descriptions may be acceptable, subject to review of specific copy and over-all content . . . copy must not in any way play on the possible fears or insecurities of individuals."

Despite code authority request that advertisers delay copy submissions until guidelines were issued, four scripts have already been received in New York code office, two for sanitary napkins and two for douches. Advertiser previously identified as having submitted copy was Scott's Confidets (which had advertised on non-code stations).

CCC to buy Louisville U; would be full house in TV

Group-station owner Combined Communications Corp. announced last week that it has agreed to purchase WLKY-TV (ch. 32) Louisville, Ky., from Sonderling Broadcasting Corp. Terms of transaction weren't disclosed but it was reported station will go for approximately \$8.3 million.

Announcement came less than month after CCC contracted to buy Sarkes Tarzian's WPTA-TV (ch. 21) Ft. Wayne, Ind., for \$3.625 million (BROADCASTING, July 31). WPTA and WLKY-TV, sales of which are subject to FCC approval, will be firm's first two UHF stations and will bring its TV roster to full complement of seven stations. CCC already owns KTAR-TV Phoenix and KBLU-TV Yuma, both Arizona; KOCO-TV Oklahoma City; KBTU-TV (TV) Denver, and KARK-TV Little Rock, Ark. It also owns radio stations KTAR-AM-FM Phoenix and KBLU(AM) Yuma.

Karl Eller, president of Phoenix-based firm CCC, said relatively high consideration for WLKY-TV was based on station's ABC-TV affiliation and profitable showing in recent years.

Sale is seen as another step in Sonderling's announced program to realign its broadcast interests "into areas which present more attractive growth potential." Policy was announced in June by company president Egmont Sonderling in connection with firm's acquisition of KIKK-AM-FM Houston-Pasadena, Tex., in exchange for Sonderling's Long Beach, Calif., radio properties, KFOX-AM-FM, plus cash and notes (BROADCASTING, June 12). Company has been increasingly active in motion-picture theater operation.

Sammons-HTN pay cable deal

Home Theater Network, Los Angeles pay-cable programmer, and Sammons Communications, one of nation's largest multiple system owners, have signed long-term agreement. First pay-cable programs are to be available on largest Sammons system, in Harrisburg, Pa., by first of next year. Agreement is similar to one HTN signed with Cablecom-General Inc., another major MSO.

Rex Howell reassumes control at KREX; Miami transfer OK'd

FCC has authorized Rex. G. Howell, former owner of KREX-AM-FM-TV Grand Junction, Colo., to regain control of those stations through purchase of stock in licensee, XYZ Television Inc. Mr. Howell sold stations to Forestville Realty Corp. in 1966, but retained stock interest in XYZ. Forestville said it had experienced substantial losses in operating stations and

had been unable to find buyer for them. Transfer of control to Mr. Howell will be effected through his purchase of XYZ stock owned by Forestville and others. Transaction includes assumption of control by Mr. Howell of KREX-TV satellites KREY-TV Montrose and KREZ-TV Durango, both Colorado.

Commission also approved transfer of control of Coral Television Corp., licensee of WCIX-TV Miami, from Frances D. Clune and others to General Cinema Corp. Transfer involves conversion of debentures purchased by GCC within past few years into Coral stock. Commission said it will determine grant fee later, since it was not known exactly how much transaction is worth.

Headliners



Mr. Henderson

Mr. Reilly

David E. Henderson, president of Group W Productions and Program Sales, New York, named to new post of president of broadcasting division of Outlet Co., Providence, R.I., diversified company and group station owner. Jack Reilly, executive VP and general manager of Group W productions since 1970 and with company in number of program executive posts since 1962, moves up to succeed Mr. Henderson in presidency, and Dick O'Shea, director of planning and development, becomes VP and general manager, Group W Productions and Program Sales. Mr. Henderson held series of executive positions with Group W's WBZ-TV Boston, KYW-TV Philadelphia and WJZ-TV Baltimore for more than decade before becoming head of production and sales unit three years ago. Outlet Co. owns WJAR-AM-FM-TV Providence, WDBO-AM-FM-TV Orlando, Fla., KSAT-TV San Antonio, Tex., and, as of Aug. 31, 79% interest in WNYS-TV Syracuse, N.Y.



Mr. Katleman

Harris L. Katleman, VP, production, Cinemation Industries, Los Angeles and New York, motion picture production company, joins Metro-Goldwyn-Mayer, Culver City, Calif., as VP, television. He succeeds Paul R. Picard, who resigns. Mr. Katleman, who was with Cinemation for last nine months, previously was president for more than year of Four Star Entertainment, Beverly Hills, Calif.

Macdonald laments Macy resignation, vows to push public broadcasting support

"If John Macy has been sacrificed on the altar of a so-called telecommunications policy that is determined to keep public broadcasting weak and puny under the false banner of 'localism,' it's a damn shame," Representative Torbert H. Macdonald (D-Mass.) said Friday (Aug. 11).

Mr. Macdonald, chairman of House Communications Subcommittee and strong supporter of public broadcasting, made remark in statement lamenting resignation of Mr. Macy as president of Corporation for Public Broadcasting (see page 32).

Congressman expressed his conviction that resignation was triggered by President's veto of CPB authorization bill, which Mr. Macdonald had played leading role in shaping. He gave Mr. Macy large share of credit for bringing "order out of the chaos that was educational TV and radio," and vowed that CPB president's mission "will not be abandoned."

Almost in Arlington

County officials in Washington suburb of Arlington, Va., have granted conditional franchise to Arlington Telecommunications Corp., local group whose principals include Frederick W. Ford, former FCC chairman and former president of National Cable Television Association. Franchise was conditioned on successful resolution of some remaining technical issues.

Under franchise, Artec would build countywide system, at estimated cost of \$10 million, and would begin linking subscribers to it within two years after final approval of agreement. Final resolution is not expected until early next year.

Canada to build TV center

Canadian Broadcasting Corp. has signed contract for construction of \$23-million production center in Vancouver, B.C., due to become operational early in 1975. New center will replace existing facilities and enable CBC to consolidate its English and French-language operations in one building. Cost includes both building and equipment.



Pittsburgh turns us on!
WVIC-TV/PITTSBURGH



A Communications Service of Cox Broadcasting Corporation

CBS BROADCASTING CORPORATION STATIONS: WVIC-TV Pittsburgh, WSB AM-FM-TV Atlanta, WHIO AM-FM-TV Dayton, WSOC AM-FM-TV Charlotte, WIOD-AM, WAIA-FM Miami, KTVF San Francisco-Oakland



**NOW FROM
CCA!!**

Thanks to your support CCA is pleased to announce the purchase of the RF Department of Ampex. We trust you'll consider us for your UHF/VHF transmitters, antennas and line.

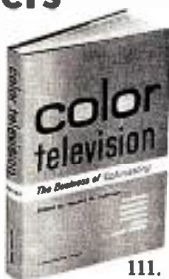
CCA RF INDUSTRIES, INC.
P. O. BOX 315
WESTFIELD, MASS. 01085

Books for Broadcasters Color Television

The Business of Colorcasting edited by Howard W. Coleman

A thoroughgoing and authoritative exploration of the components that make colorcasting a vital communications force. Covers the techniques of color television, producing for color TV, the color television audience, doing business in color and color TV systems.

288 pages, color illustrations, diagrams, charts \$8.95



111.

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This week

Aug. 15-16—Meeting of Steering Committee for Cable Television Federal-State-Local Advisory Committee. FCC headquarters, room 8475, Washington.

Aug. 16-20—Convention, National Association of Television and Radio Announcers. Marriott hotel, Philadelphia.

Aug. 17—Law and media seminar, sponsored by San Francisco Chapter, National Academy of Television Arts and Sciences. Mark Hopkins hotel.

Aug. 20-23—Fall conference, American Marketing Association. Rice hotel, Houston.

August

Aug. 21-23—Republican national convention. Miami Convention Center, Miami Beach.

Aug. 22—Annual meeting of shareholders of Ampex Corp. Offices of company, 401 Broadway, Redwood City, Calif., 3 p.m.

Aug. 25-27—Fall meeting, West Virginia Broadcasters Association. Featured speakers: Richard E. Wiley, FCC commissioner; Henry King, United States Brewers Association; Arthur V. Weinberg, Washington lawyer; Paul Miles, WCAW(AM) and WVAF(FM) Charleston, W. Va. Greenbrier, White Sulphur Springs.

Aug. 29-31—Workshop-seminar on lighting for TV, sponsored by Kilegl Bros. at University of Georgia TV studios, Athens. Fee is \$250. Contact: Wheeler Baird, Kilegl Bros., 32-32 48th Avenue, Long Island City, N.Y. 11101.

September

Sept. 1—Deadline for entries. U.S. Television Commercials Festival. Information: 4415 West Harrison Street, suite 230B, Hillside, Ill. 60162.

Sept. 7-8—Annual convention, Louisiana Association of Broadcasters. Monteleone hotel, New Orleans. Featured speakers: Governor Edwin E. Edwards of Louisiana, John Summers, National Association of Broadcasters, and Robert Rawson, former FCC official.

Sept. 11-12—Eighth annual convention, Nevada Broadcasters Association. Hotel Tropicana, Las Vegas.

Sept. 13-15—Annual convention, Michigan Association of Broadcasters. Hidden Valley. Principal speakers: Senator Robert P. Griffin (R-Mich.), FCC Commissioner Richard Wiley, and FCC Secretary Ben F. Waple.

Sept. 14—One-day radio seminar co-sponsored by Radio Advertising Bureau and American Association of Advertising Agencies. St. Francis hotel, San Francisco.

Sept. 14—Meeting, San Francisco chapter, National Academy of Television Arts and Sciences. Clay Whithead, director of Office of Telecommunications Policy, will be speaker. Mark Hopkins hotel.

Sept. 14-15—Fall meeting, Florida Cable Television. Ramada Inn, Fort Walton.

Sept. 15—Annual FCC luncheon, International Radio and Television Society. Speaker: FCC Chairman Dean Burch. Hotel Hilton, New York.

Major meeting dates in 1972

Aug. 21-23—Republican national convention. Miami Convention Center, Miami Beach.

Sept. 25-28—Annual conference, Institute of Broadcasting Financial Management. Fairmont hotel, San Francisco.

Oct. 29 - Nov. 1—Annual convention, National Association of Educational Broadcasters. Hilton International, Las Vegas.

Nov. 12-18—Annual seminar, sponsored by Broadcasters Promotion Association. Statler Hilton hotel, Boston.

Nov. 14-18—Annual meeting, Television Bureau of Advertising. Waldorf-Astoria hotel, New York.

Nov. 15-18—Sigma Delta Chi national convention. Statler Hilton, Dallas.

Nov. 26-29—Annual meeting, Association of National Advertisers. Carromar Beach hotel, Orondo Beach, Puerto Rico.

Nov. 28 - Dec. 1—Annual convention, Radio-Television News Directors Association. Nassau, Bahamas.

Sept. 18—American Society of Composers, Authors and Publishers awards dinner. Hillwood country club, Nashville.

Sept. 19-21—Video Expo III, exhibit highlighting CATV, video cassettes and cartridges, pay TV, closed-circuit box office and film packages. Conference and workshops to be held. Sponsored by The Knowledge Industries Publications. Information: (914) 428-5400. Commodore hotel, New York.

Sept. 20-22—Annual convention, CBS Radio Network Affiliates. Arizona Biltmore, Phoenix.

Sept. 21-22—Fall conference, Oregon Association of Broadcasters. Kah-nee-ta resort, Warm Springs.

Sept. 21-23—Annual convention, Minnesota Broadcasters Association. Arrowwood, Alexandria.

Sept. 24-26—Annual convention, Nebraska Broadcasters Association. Yancy hotel, Grand Island.

Sept. 25-28—Annual conference, Institute of Broadcasting Financial Management. Fairmont hotel, San Francisco.

Sept. 29 - Oct. 1—Fall convention, Illinois News Broadcasters Association. Speakers include Raymond Shafer, Teleprompter chairman. Ramada Inn, Champaign.

October

Oct. 1—Deadline for nominations, 1973 Abe Lincoln Awards. Box 12157, Fort Worth 76116.

Oct. 1-3—Meeting, Pacific Northwest CATV Association. Redpath hotel, Spokane, Wash.

Oct. 3-5—Fall convention, Illinois Broadcasters Association. Water Tower Hyatt House, Chicago. Featured speakers: FCC Commissioner Charlotte Reid, and Grover C. Cobb, executive vice president for government relations, National Association of Broadcasters.

Oct. 4-5—Combined fall convention, Ohio Association of Broadcasters and Kentucky Broadcasters Association. Carrousel inn, Cincinnati.

Oct. 6-9—National meeting, Theta Sigma Phi (professional women in communications). Marriott hotel, Houston.

Oct. 8-9—Fall convention, New Jersey Broadcasters Association. Playboy hotel, Great Gorge, McAfee.

Oct. 9-11—28th annual National Electronics Conference and Exhibition. Communications equipment will be among items featured. Regency Hyatt-O'Hare, Chicago.

Oct. 11-12—Television commercials workshop, Association of National Advertisers. Plaza hotel, New York.

Oct. 11-13—Convention, Advertising Media Executive's Credit Association International. Safari hotel, Phoenix.

Oct. 11-14—Annual fall convention, Tennessee Association of Broadcasters. Ramada inn, Jackson.

Oct. 15-17—Annual fall meeting, North Carolina Association of Broadcasters. Timme Plaza Inn, Wilmington.

Oct. 15-17—Third National Symposium on Children and Television, organized by Action for Children's Television and Yale University Child Study Center and School of Art. Theme will be programing and financing of children's television. Yale University, New Haven, Conn.

Oct. 15-18—Western region convention, American Association of Advertising Agencies. Arizona Biltmore hotel, Phoenix.

Oct. 19-20—All Japan Radio and Television Commercial Council (AAC) commercial festival. Top international commercials in five categories will be honored. Hibiyu hall, Tokyo.

Oct. 19-21—Annual fall meeting, Missouri Broadcasters Association. Plaza Inn, Kansas City.

Oct. 20-28—International Film, TV Film and Documentary Market (MIFED). Advance bookings should be made prior to Sept. 25. MIFED, Largo Domodossola 1 20145 Milan, Italy.

Oct. 22-27—112th semiannual technical conference and equipment exhibit, Society of Motion Picture and Television Engineers. Century Plaza hotel, Los Angeles.

Oct. 24-28—Workshop-seminar on lighting for TV, sponsored by Kilegl Bros. at KPRC-TV Houston. Fee is \$250. Contact: Wheeler Baird, Kilegl Bros., 32-32 48th Avenue, Long Island City, N.Y. 11101.

Oct. 27-29—Fall convention, Texas Association of Broadcasters. Fairmont hotel, Dallas.

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 Broadcasting-Telecasting* was introduced in 1946.



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On the women

EDITOR: Congratulations on your tremendous article on women in broadcasting in the Aug. 7 BROADCASTING. The scope and depth of the article were very impressive and something that definitely needed the serious treatment that you offered. I was distressed, however, that you did not mention WOR-TV's *Straight Talk*, which was one of the earliest serious women's discussion programs. Co-hostess Ellie Guggenheimer, an active city leader, has been very involved in the area of women's rights and I'm sure could have been a valuable addition to the article. Phyllis Haynes, *Straight Talk*'s young, black co-hostess, also has some strong statements on the subject. I believe Phyllis was the youngest on-air TV reporter in New York when she started at WPIX(TV), and maybe the youngest woman hosting a regular series. In the area of sales, we had the third woman sales account executive in the city, Judy Green. Our vice president in charge of research, Ruth Ross, was the winner of the ARB Innovator Award this year.—*Pat Throne, director of publicity, WOR-TV New York.*

Throwback?

EDITOR: Re your article, "Once Again That Debate About Debates" [BROADCASTING, July 31]: It was interesting to read that Senator George McGovern is sending telegrams to people urging prompt action on repeal of the equal-time provision so that voters can have a "full and candid" discussion of the issues. Interesting in light of his record, a record which your reporter neglected to report: In 1964 Senator McGovern voted against repeal of the equal-time provision; this March, when the vote came up in the Senate, Senator McGovern did not vote. In 1968, the Senate voted for repeal but by voice vote so it is not possible to know how Senator McGovern voted.

A "full and candid" discussion of the issues would seem to start with Senator McGovern's record on the equal-time provision. Now that his party is out of power, he wants debates. Sounds like the old politics to me.—*John D. Lofton Jr., editor, Monday, publication of the Republican National Committee, Washington.*

Reader response

EDITOR: We are very grateful for the marvelous "Profile" [Stan and Sis Kaplan, July 24]. If anybody has any question about your circulation and its effectiveness, my mailbox and telephone would be great proof since we have heard from literally hundreds of people all over the country.—*Stanley N. Kaplan, president, Sis Radio, Charlotte, N.C.*

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There's a lot of talk about it.
 How many of us do it?

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We find out why through the use of the social scientist and in-home, in-person interviewing. But we do a lot more during the course of the year—we work for you. We make specific recommendations for change, monitoring you and your competitors on a regular basis. We make sure that constructive change occurs to get things going in the right direction—and keep it that way. We literally harass you into improving.

There is a lot more to it though, and it doesn't fit in an ad. Give us a call for a presentation, with absolutely no obligation on your part.

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Monday Memo

A broadcast advertising commentary from Alfred H. Edelson, president, Henry J. Kaufman & Associates, Washington

Guilt won't sell any better than innocence once did

In times gone by, few advertisers were willing to concede product or corporate deficiencies in public.

This simplistic notion encouraged the constant barrage of superlatives with which advertising is still associated. "Unsurpassed," "superior," "best-tasting" are even today favorite adjectives of an older generation of advertisers and advertising men.

It is true that David Ogilvy and William Bernbach introduced more sophisticated concepts for wooing the public. But by and large their followers have either misunderstood the lessons to be learned or have misapplied the techniques. Mr. Ogilvy's "image-building" and what he called a "touch of singularity" gave us a slew of monoptic imitators who saw only the eye-patch.

Doyle Dane Bernbach won particular fame for its underdog campaigns. VW's ugly Beetle and Avis's "We're only No. 2," were obvious examples. But there were other subtle variations: El Al and Levy's bread, Ornbach's and so on. Which is not to say that underdog positioning is necessarily the proper posture for a product leader.

Ogilvy's aristocratic heroes (such as Commander Schweppes) were developed with a rapier-like wit and skill for a generation raised on Errol Flynn romantic derring-do. William Bernbach's warm and funny Bronx characters were ideal for a generation that saw ethnic comics soar to heights of popularity on the tube. The touch in both cases was light and empathetic, and in most cases applied to product, not corporate communication.

But with the rise of ecological concerns and aroused consumerism we are now beginning to see in corporate communications the development of a mea culpa school of advertising that lays on with a heavy brush what Messrs. Ogilvy and Bernbach in their heyday could execute in watercolors.

The result is neither good advertising nor good public service. We salute Ford for "listening better." But if General Motors wants to go Ford one better—"From the wonderful folks who brought you the Corvaire recall" would not be exactly the ideal way to introduce a new Chevrolet.

The self-conscious creators of new-wave advertising are understandably self-conscious about the establishment's sins of the past. But their atonement puts one in mind of the repentant sinners lined up at an old-fashioned revival—each outdoing the other in confessions of past errors, presumably to the great glory of their conversion: "I have sinned, brother, oh, how I have sinned."



Alfred H. Edelson is president of Henry J. Kaufman and Associates Inc., Washington. Mr. Edelson was with the agency from 1947 to 1957 as client service director. Until 1969, he served with agencies in Chicago and Cincinnati and as president of Rytex Manufacturing Co., an Indianapolis stationery firm. He rejoined Kaufman three years ago as executive vice president and creative director. He was named president in November 1970. His experience in advertising has ranged from home furnishings and furniture to utilities, banks, associations, food, motels and travel.

It is bad enough that the corporate community no less than the public has only so recently awakened to the fact that we are slowly but surely poisoning the one planet we can live on.

But we are all sinners—manufacturers, public officials and the public alike. The endless pursuit of "more, more" and "hang the cost" was not exactly invented by paper mills or public utilities. For advertisers to assume the entire burden of guilt is as foolish as it is naive. If tokenism and breast-beating over minor efforts in pollution control are bad, then this wholesale public confession of exaggerated responsibility for everything wrong in society is equally misleading.

An admission of past error on the part of a politician paves the way for present credibility. "He is human like us," we exclaim. That is fine, but it is hardly the basis for a complete campaign for reelection.

If you admit to no wrong, no error, no limitations you may still win viewers or readers, but if they are left unconvinced you may have done more harm than good.

However, if your emphasis appears to be error or deficiency, then you have posed a new problem. If I couldn't believe you or other advertisers yesterday, what claim do you have to my confidence today?

Humor and simplicity will help—some. But they are not the answer to the entire problem. There is nothing very

funny about unsafe automobiles.

Wit is not a substitute for honesty. We laugh at clowns; we do not necessarily believe what they say. Silence in the face of criticism is taken as an admission of guilt; so are bluster and braggadocio. Advertising has had a bad habit of presenting the conservative corporate face in extremist terms.

Because protestations of innocence have failed, we see no mandate from the public that corporate advertising should shift to something akin to the Communist public confession of guilt.

The sharpening focus on governmental regulation agencies in Washington should tell the people in our industry something. They're aware of it. They're scared of it. But they haven't gotten the big message.

It didn't just happen, ironically, under a "businessman's administration." It's been growing right along. The consumer movement, the FCC, the Federal Trade Commission and Food and Drug Administration aren't going to go away. We made them happen.

Television brought to you by cigarette companies made it possible to dramatize the surgeon general's reports and get cigarettes banned from TV. When a defective Detroit product or food product is recalled, word doesn't just gradually get around. Millions of Americans hear and see about it that night. Information comes a lot faster than it used to. And it should.

We suggest that a little more straightforward reporting of what is being done (and what sometimes can't be done) to improve products and company performance vis-a-vis the environment and social problems will go much farther along the way to restoring public confidence in corporate behavior.

If the reader or viewer can be intrigued into your story with an opening or headline that invites attention, fine. There is no mandate to be dull, even in *The Wall Street Journal*. But it's the facts, good and bad, that people are demanding. Damn it, I do want to know what my local utility is doing to clean up the environment. I do want to know what Detroit is doing about auto safety. And I don't want the only story to come from Ralph Nader. Bright as Mr. Nader is, he can't cover everything or always be right and neither can the journalists. I still want to hear it from the source just as I want to hear it from the candidate—without it being fed through the prejudices of third parties. Then perhaps I can make up my mind.

A truly informed public is not unreasonable in its demands. But after thousands of years of environmental neglect it is understandably impatient. And given a decade of credibility gaps, the consumer is wary of people who talk excessively about guilt and innocence.



Joelle Pehanick thought she had something important to say. So did KTVU.

Nearly everyone has an opinion, not necessarily the same as ours. Free Speech at KTVU means televising opinions on such things as draft evasion, pesticides, homosexual's rights, the Socialist Labor Party, the war, women's lib, abortion, sexual freedom and even taxi fares and animal birth control. KTVU provides the platform, the people of the San Francisco-Oakland market provide the opinions . . . up to nine times a week. KTVU is proud to be one of the originators of this form of public expression.



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2

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CHIEF COUNSEL AND STAFF DIRECTOR

United States Senate

COMMITTEE ON THE JUDICIARY
WASHINGTON, D.C. 20510

July 25, 1972

Mr. Donald P. Campbell
Vice President and General Manager
WMAR-TV
6400 York Road
Baltimore, Maryland 21212

Dear Mr. Campbell:

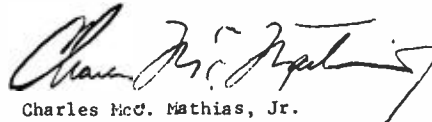
Thank you for your very interesting letter describing the wonderful efforts WMAR-TV has made in researching the problem of Sickle Cell Anemia and in providing the general public with reliable information about this disease and the work being done to combat it.

I consider your suggestion that screening centers be set up for potential and actual victims of this disease to be a creative, original approach to the problem. Please do not hesitate to contact my office if I can be of any assistance in this matter.

Once again, I thank you for taking the time to share your accomplishments with me. I also wish to emphasize that I continue to admire the initiative which WMAR-TV has always demonstrated.

With best wishes.

Sincerely,



Charles McC. Mathias, Jr.
United States Senator

It all depends on whose ox is gored, broadcasters learn again

Tranquility time reigns, for the moment at least, between broadcasters and the GOP; how long the lull will last is conjectural.

The Democrats were coming to the end of their turn in the broadcasting barrel last week. Whether that party remained as euphoric as it was following its first nominating spree (see "High marks for TV journalism at Miami convention," BROADCASTING, July 17) was not evident on the surface. That the Republicans could not have been more pleased was growing increasingly clear.

ABC News reported last Thursday that the administration had called off an anti-media campaign one top aide had recommended. Vice President Agnew, as evidenced by his most recent media speech (in Portland, Ore., when he told the National Newspaper Association that it was time to put aside "bygone conflicts between state and press"), was becoming almost benign. White House speech writer, and media chronicler, Patrick Buchanan, told the *New York Times* "there is

little disposition around here to make an issue of the media in the campaign."

The broadcast media, left with little to do but their jobs, took the relative calm—calmly. The major news organizations were coming off a Democratic mini-convention in Washington last week and were preparing for another full-size version in Miami next week. (The Public Broadcasting Service, heeding hints from many quarters, was planning to experiment with a gavel-to-gavel, all-on-the-podium approach to that one.) About all that lingered for the lawyers to deal with was a GOP bid for equal time to answer George McGovern's belated prime-time debut—his Aug. 5 announcement that he'd found a running mate—and a minor 315 skirmish regarding a Democratic congressman in California.

While most broadcasters were willing to welcome the lull, no one really thought the battle was over. As if to keep them in shape, one of their own—Charles Crutchfield of Jefferson Standard Broadcasting—was suggesting an organization to watch out for network bias, and Accuracy in Media was finding fault with a yet-to-be-televised PBS documentary. To media watchers, the only good news still seemed to be no news at all.

ABC says Colson's plan for antimedia campaign is on the shelf for now

ABC News asserted last week that the Nixon administration had planned to step up its attacks on the news media, particularly the three networks, but "temporarily" scrapped the idea when White House aides argued against it.

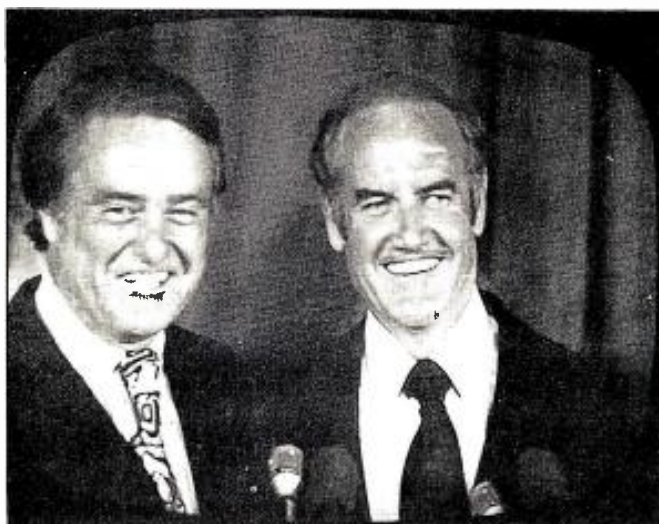
Appearing on ABC-TV's evening news last Thursday (Aug. 10), presidential correspondent Tom Jarriel reported that sources at the Nixon re-election committee said that White House aide Charles Colson "strongly advocated an aggressive antimedia campaign on the belief that the Democrats were going to get an easy ride off the press while the President would be treated unfairly."

Mr. Colson's plan, said Mr. Jarriel, "was to work through the [re-election] committee, using a cadre of political pros across the nation to coordinate a flood of complaints designed to appear spontaneous, aimed primarily at network reporting considered disagreeable to the Republicans. To achieve a maximum intimidation value, the complaints were to be directed to local station managers criticizing the networks, plus sent to network executives criticizing individual newsmen."

The "proposed experimental target," said Mr. Jarriel, was to be CBS White House correspondent Dan Rather.

But, Mr. Jarriel reported, a number of former newsmen now working for the administration argued against Mr. Colson's proposal "on the basis that Senator McGovern was getting some hard, straight coverage and it appeared the national press was being more neutral than anti-Nixon. The President accepted the hands-off approach in a decision reflected directly in Vice President Agnew's revised attitude."

Following Mr. Jarriel's report, there was an ABC-TV interview with Mr. Agnew in which he said: "I don't find very much to scream about" in the recent past, and that the media "have been very fair



Second chance for the Democrats: Sargent Shriver and George McGovern on CBS; NBC News covering Washington mini-convention.

and objective lately." At the conclusion of the film, Mr. Jarriel wound up his report with: "As the Vice President implied, the battle plan is still available and may be reactivated."

The Vice President's "revised attitude" was also pointed up by NBC-TV correspondent Ron Nessen, who has been covering Mr. Agnew's campaign trips. Mr. Nessen noted that the Vice President seems more open and informal and fails to sharply criticize the press "even when he's invited to."

But the Washington bureau chiefs of ABC News (John Lynch) and CBS News (Bill Small) were less sanguine. They said they have not yet noticed a major turnaround in the administration's attitude toward, and dealings with, the media.

After Democrats, GOP looks easy for networks

Basically same crews and approach will be used in covering convention, but Republicans have promised smoother—and shorter—proceedings

The commercial networks' coverage of next week's Republican national convention will be a rerun of their coverage of the Democrats last month, as far as reporting teams, technical equipment and general journalistic approaches are concerned. But though the faces and voices may be the same, they will be seen and heard a lot less.

Where the Democratic convention lasted four days and had sessions starting early and running late—from 7:30 p.m. NYT to as late as 6:20 a.m.—Republican leaders have carefully orchestrated their plans to produce a three-day meeting that they say will be "a prime-time convention" (BROADCASTING, Aug. 7). Evening sessions are now scheduled to start at 8 or 8:30 on Monday (Aug. 21) and Tuesday and 7:30 on Wednesday—and will end, officials say, no later than 10:30 p.m. Afternoon sessions are scheduled Monday and Tuesday at 1 p.m.

The commercial networks said last week they had no plans for major changes in personnel or treatment of their second convention in less than two months—their third, if last week's Democratic mini-convention is counted separately.

Among the TV networks, CBS and NBC planned to go gavel-to-gavel again for both afternoon and evening sessions, and ABC was getting set for 90-minute live, tape and film wrap-ups of highlights at 9:30 p.m. daily plus summaries of afternoon sessions at 4-4:30 Monday and Tuesday.

None expected the Public Broadcasting Service's plan to present uninterrupted coverage (see below) to affect its own plans in any way.

The tons of equipment, too, will be the same as in the Democratic convention coverage, since the Miami Beach convention site is the same. The gear was left in storage there between times.

Key personnel will be the same: Howard K. Smith and Harry Reasoner as TV anchors for an ABC News team of about 450; Walter Cronkite for a CBS News team of about 525, and John Chancellor and David Brinkley for an NBC News team of approximately 550.

Radio network coverage also will be extensive, with spot-news reports, wrap-ups and analyses presented in formats similar to those followed by the various radio network organizations in covering the Democrats. These include ABC, CBS and NBC Radio, Mutual, Mutual Black Network, Mutual Spanish Network, UPI Audio Network, Black Audio Network and Radio News International.

One thing that could change—though NBC hopes it won't—is the TV ratings. For the Democratic convention coverage, NBC took first place in the national Nielsen, followed by CBS and then ABC (BROADCASTING, Aug. 7).

The costs could change, too, though nobody was betting last week that they would. ABC, CBS and NBC sources project their probable costs for the two conventions as a unit, and though next week's seems sure to consume considerably less air time, network sources tended to stick to their original estimates that the two would cost ABC News about \$5 million, CBS News about \$7 million, and NBC between \$6 million and \$7 million.

Short-of-funds PBS will use maximum of camera, minimum of words in beginning-to-end coverage of Republicans

The Public Broadcasting Service is embarking on a journalistic venture that its friends and critics alike have periodically urged upon it—gavel-to-gavel focus on the formal proceedings of major political conventions.

The first test of this "experimental" approach occurred last week, when PBS trained its cameras on the podium and floor action of the Democratic National Committee's special meeting in Washington. But the real trial will come next week in Miami Beach, when the same

McGovern watchers. Three-network TV coverage of the speech by Senator George McGovern (D-S.D.) announcing his choice of Sargent Shriver as his vice presidential running mate gained a 20.6 rating and 63% share of audience in New York, according to the Nielsen Instant Rating Service there. The figures represent the ratings and shares of the three network-owned stations for the 7:30-45 p.m. period on Aug. 5, when the speech was delivered. NBC researchers estimated the 20.6 rating would translate to approximately 1.6 million persons in 1 million homes in the New York metropolitan area. In Los Angeles, the only other market for which ratings were available last week, the broadcast was seen at 4:30 local time and had a combined rating of 12.3 and share of 35 on the three network-owned stations. That would represent about 413,500 homes out of 3.36 million.

approach is applied to the proceedings of the Republican national convention.

The PBS experiment will provide a clear contrast to the commercial networks, which regularly shift away from the podium for reports and interviews. The viewer who wants to monitor any or all podium activities will now have a "network of record" where one camera will always be on the podium and accompanying commentary will be kept to a minimum. If there is important activity outside the hall, PBS viewers would be advised to switch to one of the commercial networks.

Public television will also carry previously scheduled reports by the National Public Affairs Center for Television—a 90-minute preconvention special, introductions of each day's events, and wrap-up analysis after each convention session. But the over-all effort will be totally different from public television's coverage of the Democratic convention, where NPACT offered nightly half-hour special broadcasts, periodic reports and analyses during and after each day's events and a preconvention special.

Coverage of the Democratic convention was an attempt to accomplish a lot with very little money—under \$300,000—and the attempt brought some criticism from inside and outside noncommercial broadcasting. There was a feeling that efforts to provide extensive reporting on so limited a budget could hardly help but suffer in comparison to the commercial networks' offerings.

In addition, public television has frequently been encouraged to provide this kind of alternative for viewers. So although this kind of journalism is not really what NPACT and its senior correspondents, Sander Vanocur and Robert Macneil, had wanted to do, the organization agreed to try the idea to see "if this kind of public-service programming answers any of the public's needs," according to its president, Jim Karayn.

An uninterrupted look at the platform proceedings of the Democratic convention was available to delegates on closed-circuit television in their hotel rooms (BROADCASTING, July 17). However, it has never been tried before on broadcast television.

The Democrats finally wind it up

Second convention for new VP gets varied coverage by networks—as viewers watch anything else

The three commercial television networks went three separate ways in covering last Tuesday's (Aug. 8) Democratic party mini-convention to name a new vice-presidential running mate for Senator George McGovern.

NBC-TV covered the evening proceedings of the Washington sessions live, starting at 7:30 p.m. NYT and continuing to 11 p.m., 29 minutes after the completion of vice presidential nominee R. Sargent Shriver's acceptance speech at 10:31.

CBS-TV covered live from 9:30 to

The long and short of it.

First, the long story. That sleek beauty on the left, Eastman 16mm television projector, model CT-500, is the latest in videofilm projector design. Some of its features: channel threading (the first real breakthrough in film transport in many years), rapid forward and reverse, solid-state circuitry for sound reproduction, automatic shutdown at the end of a film, and a tungsten-halogen projection lamp.

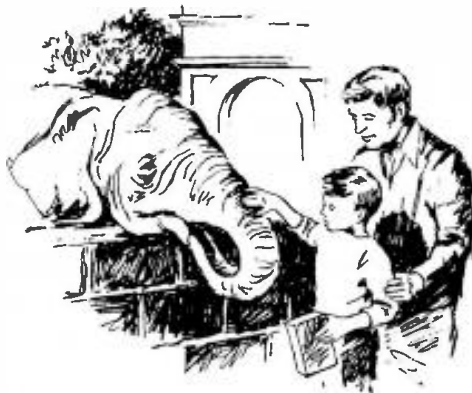
Not that we mean to sell our newest Eastman 16mm videofilm projector short. Model TV-12M6 is ideal for a lower cost videofilm projection system. It offers both magnetic and optical sound playback and magnetic recording. It has a five-blade shutter, twenty-four frames per second, synchronous projection, and is wired for remote control. Of course it has the same extra gentle film-handling system our projectors are famous for. In short, it's long on performance and high on economy.

For full details on either projector, call or write your nearest Kodak Sales Engineering Representative.



EASTMAN KODAK COMPANY ATLANTA: Bob Baker 404/351-6510/
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Please feed the zoo.

When the founder and benefactor of the Children's Zoo died, the Fetzner television station of Lincoln, Nebraska recognized the zoo's need for a permanent means of support. An extensive campaign of special programming on morning and evening shows was launched to provide fund-raising memberships in the new zoological society. Goals set by the society were generously exceeded. Now an aware and enthusiastic public makes the zoo a permanent source of enjoyment for young and old. Helping to promote activities that give enduring pleasure to people is all part of Fetzner total community involvement.



The Fetzner Stations

WKZO Kalamazoo	WKZO-TV Kalamazoo	KOLN-TV Lincoln	KGIN-TV Grand Island	WJEF Grand Rapids
WWTV Cadillac	WWUP-TV Sault Ste. Marie	WJFM Grand Rapids	WWTV-FM Cadillac	WWAM Cadillac
				KMEG-TV Sioux City

10:41, 10 minutes after the convention ended.

ABC-TV broke into *Marcus Welby* at 10:08 for 30 minutes of live coverage that included a part of Senator McGovern's speech, all of Mr. Shriver's and about seven minutes of wrap-up and analysis, returning to *Welby*—at the point where the show had been interrupted—at 10:38. Earlier, at 8:31, ABC-TV had carried a 90-second bulletin reporting Mr. Shriver had been nominated.

The ratings in New York, where overnight Nielsen reports were available last Wednesday, varied inversely with the amount of time devoted to convention coverage. Figuring to the nearest quarter-hour coinciding with their coverage of the proceedings, ABC's 30 minutes had an average 16.8 rating and 34 share, CBS's 71 minutes had a 6.3 rating and 12 share, and NBC's 210 minutes had a 2.9 rating and 6 share.

On a 7:30-11 basis, the effect of the entertainment programming on ABC and CBS ratings was also apparent in the New York Niensens. Against NBC's 2.9 rating, CBS had a 9.1 and ABC a 16.3.

The highest half-hour share NBC's coverage obtained was 10% at 7:30-8, when *Mod Squad* on ABC was averaging 25% and *John Byner* on CBS 18%. The lowest was 3% in the following half-hour, 8-8:30, when the Byner show hit 23% and *Mod Squad* 37%.

Highest half-hour share of the evening was 41%, scored by the 9:30-10 segment of ABC's *Movie of the Week*, "Kung Fu," when both CBS and NBC were covering the convention and getting shares of 11% and 5% respectively. In the 10-11 period when CBS and ABC mixed entertainment and convention coverage, NBC's all-convention presentation averaged a 6.5 share against a 12 for CBS and 34 for ABC.

Originally, NBC had planned to start coverage at 2 p.m. At that time, NBC sources said, the nominating process had been scheduled to start at 2. When the nomination proceedings were moved to 7:30, they said, NBC revised its start time to match.

The game of politics is upstaged by a game of chess on WNET-TV

The Public Broadcasting Service's interrupted coverage of the Democratic mini-convention last Tuesday (Aug. 8) didn't fare so well in New York, where a storm of telephone protests forced WNET-TV to switch back to its coverage of the Bobby Fischer-Boris Spassky chess match.

WNET-TV, which has built a following for its re-creation of the championship games being played in Iceland, carried the simulation and analysis of Tuesday's game for its first hour and then switched to PBS when live coverage of the Democratic sessions started at 2 p.m. Viewer reaction was prompt and overwhelming, according to station officials, who said "at least a couple of thousand" protesting calls came in, swamping the switchboard. Officials said they switched back to the chess game at 3 p.m. "to

avoid a near-riot." Angry mail started coming in Wednesday.

Station sources were not sure what they would do if there is conflict between chess games and afternoon sessions of the Republican national convention next week—as there seems apt to be on Tuesday (Aug. 22), which is normally a chess-game day, and as there might be on Monday as well, if Sunday's chess game is adjourned. At least, one source said, "we'd better be prepared to cut back to chess."

One vote's worth another. A new qualification for office has cropped up in at least one candidate's campaign literature: support of CBS in its fight with the House Commerce Committee over *The Selling of the Pentagon* contempt citation. A campaign flyer for Representative James Abourezk (D-S.D.) cites his vote against the citation, along with votes against the SST, a loan to Lockheed and funds for the Subversive Activities Control Board, as a key item in the legislative record voters should consider in regard to his re-election.

McGovern gets time; Republicans ask time

Senator Dole charges that Shriver announcement message was campaign speech, not exempt bona fide news event; Dellums broadcast on KQED poses another 315 issue

Senator George McGovern's first live appearance on prime-time television as the Democratic candidate for President led last week to a Republican demand for equal time—and a complaint to the FCC when it was not honored.

ABC, CBS, NBC and the Mutual Broadcasting system covered Senator McGovern live on their radio and television networks on Saturday night, Aug. 5, when he announced the selection of R. Sargent Shriver as his new vice-presidential running mate. The next day, Senator Bob Dole (R-Kan.), chairman of the Republican National Committee, wired the networks, demanding "comparable time to respond to the campaign speech." He said that Senator McGovern had used only one minute of his 16-minute address to announce his vice-presidential choice and that he had devoted the bulk of his time to attacking President Nixon's administration and to urging support for Democratic candidates in the current campaign.

Senator Dole asked that time be made available to a Republican party spokesman under the "Zapple ruling." The ruling—so called because it was first enunciated in a letter to Nicholas Zapple, the communications expert for the Senate Commerce Committee—deals with campaign presentations that do not involve a candidate's appearance. It is a corollary of the fairness doctrine, and

requires broadcasters to accord equal treatment to supporters of contending candidates.

But although the broadcast at issue involved the Democratic presidential candidate, Senator Dole said that "such an application of the fairness doctrine is necessary," since the Republicans have not yet nominated their presidential candidate and the "'equal opportunity' provision of the Communications Act does not apply."

ABC, CBS and NBC rejected the request. CBS and NBC based their action on the ground that the McGovern broadcast was exempt from the equal-time requirement because it was a bona fide news event incidental to the Democratic national convention. ABC did not disclose the basis for its decision, but observers speculated that it was the same as that cited by CBS and NBC.

MBS also contended that the equal-time law did not apply to the McGovern broadcast—but it offered to make 15 minutes available to a Republican party spokesman. C. Edward Little, MBS president, wrote Senator Dole that the offer was made solely in the "interest of informing the American public as fully as possible as to all of the issues and questions involved in the important process of selecting the President."

After receiving the negative responses from CBS and NBC but before hearing from ABC or MBS, Senator Dole on Wednesday wrote FCC Chairman Dean Burch, asking that the commission direct the networks to provide free time to a Republican party spokesman.

In both his wires to the networks and his complaint to the commission, Senator Dole said Senator McGovern—whose acceptance speech at the Democratic convention last month occurred well past midnight—had told reporters he "exploited" for political purposes the opportunity the networks had given him.

He also said the networks must have been aware of Senator McGovern's plans since, he said, they had advance copies of his remarks. "We believe that the concept of the elementary fairness embodied in the commission's Zapple ruling requires that comparable free time be afforded" to a Republican spokesman, he said in his letter to Chairman Burch.

In another equal-time controversy surfacing last week, noncommercial KQED-TV San Francisco has granted a demand that resulted from the station's production and broadcast of a 30-minute documentary that featured Representative Ronald Dellums (D-Calif.). The program, which was shown Wednesday night on KQED and other Bay Area non-commercial stations as well as on WETA-TV Washington, is said to have taken a year and a half and \$30,000 to produce. It focuses on a coalition of blacks, whites and chicanos who form Representative Dellums's constituency and on how he represents it in Congress.

One of Representative Dellums's two opponents in the November election—Republican Peter Hannaford, an advertising executive—asked for equal time after learning of the broadcast. KQED

agreed, but it turned aside Mr. Hannaford's suggestion that it spend \$30,000 on his half hour, as it did on the congressman's.

McGovern throws down gauntlet again

Democrat makes same charges in plea for debates and he gets same answers from Ziegler

Senator George McGovern has again challenged President Nixon to a series of television debates. But there's little likelihood his try, try again approach will have better luck than it did the first time; White House Press Secretary Ronald Ziegler responded immediately that there has been no change in Mr. Nixon's refusal to accept that challenge.

The challenge came as the Democratic candidate, campaigning in New Hampshire last week, called on President Nixon to "put aside politics as usual and join me in a series of major television debates this fall." He charged that "never before has an American President exposed himself less to direct questions from the press, or anyone else in public view." Mr. Nixon's refusal to debate may "protect [his] political skin," the senator said, "but it will deprive the American people of the direct exchange of views they are entitled to hear."

Senator McGovern's first offer to debate the President was turned down a few weeks ago when Clark MacGregor, Mr. Nixon's campaign director, said the public already "understood and broadly supported" Mr. Nixon's positions.

How Crutchfield would combat network 'bias'

He says broadcasters themselves, through NAB, should monitor news

A veteran broadcaster has suggested that a system of monitoring network news be established in the top 50 or 100 markets.

The suggestion was made by Charles H. Crutchfield, president of Jefferson Standard Broadcasting Co., owner of WBT-AM-FM and WBT(TV) Charlotte, N.C., and WWBT(TV) Richmond, Va., in a speech scheduled to be delivered Friday (Aug. 11) to the Georgia Association of Broadcasters.

Mr. Crutchfield, who for some years has been publicly critical of network news "bias" as well as the growth of "advocacy" journalism at stations (and who expressed this attitude to President Nixon at the White House meeting with 30 broadcasters last June ["Closed Circuit," June 26]), said that the monitors should report to a committee of the National Association of Broadcasters. Or, Mr. Crutchfield added, perhaps the NAB should establish a department to perform this function. But, he warned, before this can be done, guidelines would have to be established in conjunction with net-

work newsmen and the monitoring technique agreed upon to insure standardization and continuity.

Other suggestions: Stations should announce a commitment to objective reporting, stories that do not fall into the category of news should be labeled as editorial, opinion or analysis, and the public should be invited to complain about bias in news items.

"The result... will be twofold," Mr. Crutchfield said. "It will increase our surveillance of our news product as far as insuring news balance is concerned, and it will work wonders in closing the 'credibility gap' that exists between broadcast news and the viewer plus Congress."

The bulk of Mr. Crutchfield's speech was an allegation of three examples of what he called news slanting, bias and imbalance, including the recent Jack Anderson broadcast, later retracted, of a report that Senator Thomas J. Eagleton (D-Mo.), then the Democratic vice-presidential nominee, had been charged with drunken driving. Another was CBS's *Selling of the Pentagon*. And a third was the lack of coverage by all media of a peaceful gathering of 6,000 black educators in Charlotte in the mid-1960's.

Now AIM protests show it hadn't seen

On reading 'TV Guide' preview, it accuses PBS of lack of balance

Accuracy in Media, the Washington organization that keeps tabs on what it considers leftward bias in journalism, has a new quarrel with the Public Broadcasting Service.

Abraham Kalish, executive secretary of AIM, sought last week to convince PBS to postpone a scheduled documentary, *Yo Soy Chicano*. Although AIM representatives were not permitted to view the program before its broadcast, on Friday (Aug. 11), they concluded from available evidence that "PBS was about to broadcast another unbalanced, advocacy documentary."

In a letter to PBS President Hartford Gunn, Mr. Kalish cited a *TV Guide* preview of the program, stating that *Yo Soy Chicano* was created "to enlist support for the chicano movement." It also noted four chicano spokesmen who were to be interviewed as a key part of the program. "Our investigation of these individuals," Mr. Kalish said, "reveals that all of them are on the left wing of the political spectrum."

AIM has already filed three complaints with the FCC against PBS programs, charging in each case that the shows violated a section of the Public Broadcasting Act that demands "strict adherence to objectivity and balance." The commission has acted on none of these requests. Mr. Kalish said AIM will "see if a remedy cannot be found in the courts."

Mr. Kalish said that if PBS were unable to postpone the broadcast it ought to arrange for a one-hour broadcast on

which "responsible" spokesmen could discuss the issues "objectively and factually." His list of suggested spokesmen included Representative Henry Gonzalez (D-Tex.), Senator Joseph Montoya (D-N.M.), Mrs. Romana A. Banuelos, U.S. treasurer, and Ralph de Toledano, a conservative author—"or others that these individuals might recommend."

ABA Gavels radio-TV in annual honors

Stations and two network news units receive top honors and certificates

Seven Gavel awards and 11 certificates of merit will be presented to broadcasters at the American Bar Association's meeting Aug. 16 in San Francisco.

The annual ABA awards are made to broadcast and print media for outstanding contributions to public understanding of law and justice.

TV broadcasters to receive Gavel awards are: CBS News for the *CBS Reports* documentary, "Justice in America," Part I, "Some are More Equal Than Others"; NBC News for the documentary *This Child is Rated X: An NBC News White Paper on Juvenile Justice*; Midwestern Educational Television Inc. for *The Baseball Glove*, produced for MET by noncommercial KTCA-TV Minneapolis-St. Paul; noncommercial stations WGBH-TV Boston and KCET(TV) Los Angeles, jointly, for "Jail With No Bail" from *The Advocates* series.

Radio stations receiving Gavels: WNBC(AM) New York for a series of documentaries on New York City's court system; KXYZ(AM) Houston for a six-part series on the courts and law, with special recognition for the program, "Old Fashioned Citizenship"; KEEL(AM) Shreveport, La., for the documentary *Angola: The Crime of Louisiana Punishment*.

In addition, Groverton Productions and Universal Television will receive a Gavel jointly for the motion picture for television that launched the ABC-TV series *Owen Marshall, Counselor at Law*.

TV broadcasters to receive certificates of merit: Westinghouse Broadcasting Co. for the documentary *The Crime of Our Courts*; WNBC-TV New York for the documentary "Rights of the Accused" from *The Blessings of Liberty* series; WTVJ(TV) Miami for the documentary *The Swift Justice of Europe*; KRON-TV San Francisco for the documentary *Jam Up in the Courtroom*; noncommercial WNET(TV) New York for the documentary *Hogan: Mr. D. A.*

Radio stations receiving certificates of merit: WGAR(AM) Cleveland for *Things You Should Know About Law*; KGO(AM) San Francisco for the documentary, *Are the Courts Guilty?*; WEEI(AM)/CBS Radio, Boston, for *A Look at Justice*; WWVA(AM) Wheeling, W. Va., for *A Search for Justice: The People vs. The Judiciary*; WCKY(AM) Cincinnati for *The Editor's Notebook*; KEYS(AM) Corpus Christi, Tex., for the documentary *To Protect and Serve*.

A sudden softness in spot radio—after a big year of solid gains

Tighter budgets, shorter flights blamed for spot setbacks now, but local, network move ahead

Radio executives now are fretting over spot sales. A few months ago, all facets of broadcast advertising appeared primed for an encouraging sales year. And in the dog days of this summer, the forecast is still holding firm—with one glaring exception. Spot radio, after a fruitful year in 1971 (estimated most recently by the Radio Advertising Bureau to have been up 3% to 4% over 1970) and a promising sales start in the first quarter of 1972, has been in a decline—gradual at first but precipitous by May.

Radio sales executives, moreover, are hard put to explain the declining spot figures. TV (network and spot) is continuing to show sharp improvements in sales, and network radio is up.

Industry sources estimate the fall-off in spot radio to have been 3% to 4% for the period January through April, some 18-20% in May and still foundering in the summer period. Network radio, meanwhile, is said to have had a gain of 8-10% in first-half 1972.

Most station reps report a combination of depressors in spot radio's marketplace. They include:

- The cancellation of Phiso-hex schedules. The product, manufactured by Sterling Drug's Winthrop Laboratories, is said to have lost its budget support, apparently in the aftermath of government questioning the safety of hexachlorophene which is used in Phiso-hex. Phiso-hex spent an estimated \$1.8 million in spot radio last year.

- A trimming of budgets by some advertisers in new-product introduction. Mennen, for example, which had used spot radio for several new products last year, isn't this year. The advertiser in 1971 spent over \$4.3 million in total in spot radio.

- The loss of U.S. Army recruiting funds from spot radio's coffers this year. In 1971, the Army spent over \$3.8 million in spot radio.

- A trimming of budgets by some of spot-radio's biggest customers, such as Colgate-Palmolive (\$5.6 million last year) and Bristol-Myers (almost \$3.5 million).

- Detroit automakers, spurred by President Nixon's price-control program and potential savings for car buyers through the reduction of excise taxes, had used spot radio in massive campaign flights last year as they sought to cut inventories and prepare for the new model year. But this year, say the reps, automotives have been drying up.

Some reps report that contemporary

radio outlets in the major markets are hurting most in terms of share of national business, while middle-of-the-road stations are "off slightly and not following a set pattern."

Industry authorities, however, caution that a slump in spot radio, which reflects spending by national and regional advertisers, hardly tells all the story in radio. They note, for example, that spot volume declined at station-rep offices coincidentally with the increases in regional buying by such agencies as J. Walter Thompson, Young & Rubicam and McCann-Erickson. "What shows as a loss at the reps' offices may not be lost at all insofar as stations—or the radio industry—are concerned," said one spokesman.

But for one rep, there's little solace in

those words. His books show a drop of at least 10% from March up to the present (compared with the same period a year ago).

Reps also complain of other things in the intricacies of spot business: general activity is down, the number of weeks of campaign flights have been shortened and the budgets "pinched".

Now the record of a big 1971: RAB reports 7.3% gain over 1970, releases lists of 100 blue-chip sponsors in network and spot

General Motors was radio's number-one national customer last year, buying \$22.1 million in spot and \$5.1 million in network for a total of \$27.2 million.

In releasing the top-100 radio adver-



This year, a new television network will cover the Republican National Convention.

SIN

Spanish television coverage of the Republican National Convention is a broadcasting first. It reflects the growth and increasing political strength of Spanish-Americans.

SIN, over the past ten years, has grown right along with the Spanish community. Our coverage of the Democratic National Convention was a breakthrough. And now, we've assigned crack journalists Guillermo Restrepo of our Peabody Award winning affiliate KMEX-TV and Maria Elena Prio, political analyst at WLTV, to

head our Republican Convention team. They'll feed back continuous reports to news bureaus at SIN stations in New York, Los Angeles, Miami, San Antonio, Chicago and throughout the country.

Bringing the political process to 8 million Spanish speaking U.S. television viewers may be a broadcasting first... but it's only one example of the continual excellence that has made SIN the dominant Spanish communications medium in the United States.

Guillermo Restrepo, SIN anchorman in Miami. Member KMEX-TV's 1970 Peabody Award winning newsteam. 1972 nominee for the National Broadcasting Association "Golden Mike" Award.



Maria Elena Prio, SIN correspondent and political analyst at WLTV.

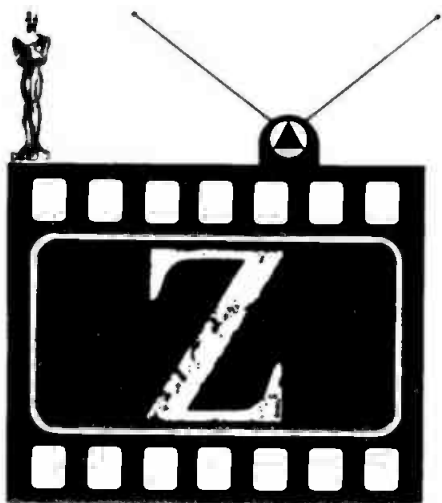
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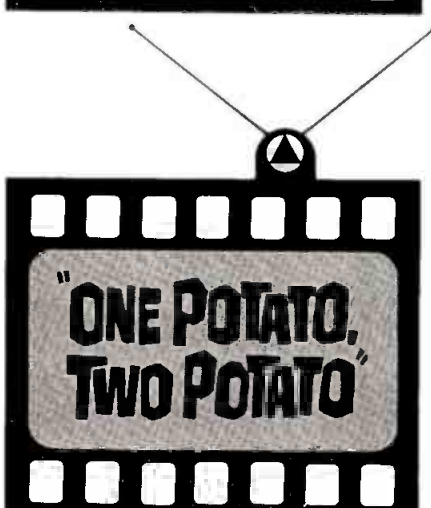
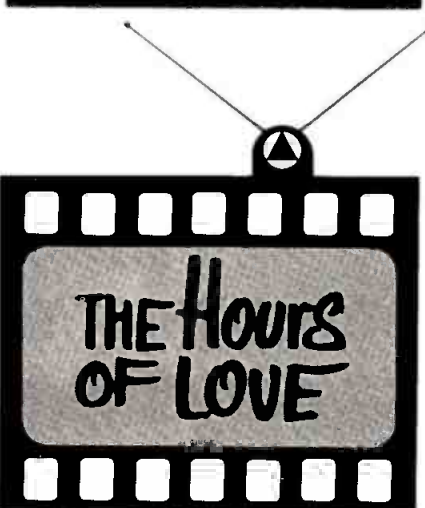
Cinema 5, quality in motion pictures

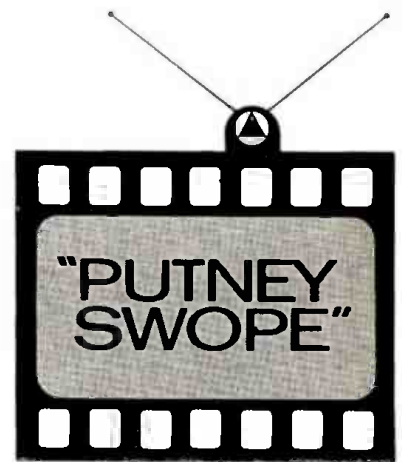


Academy
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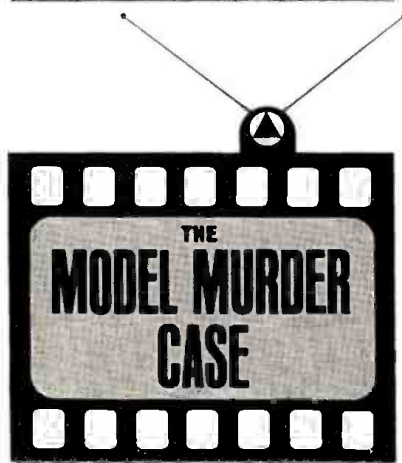
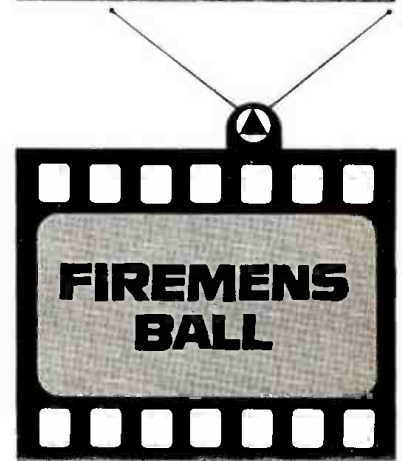
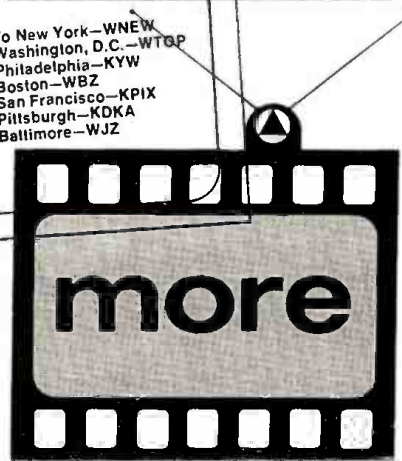


Academy
Award,
Best Foreign
Film





To New York—WNEW
Washington, D.C.—WTOP
Philadelphia—KYW
Boston—WBZ
San Francisco—KPIX
Pittsburgh—KDKA
Baltimore—WJZ



Cinema 5, quality for television

For more information write, wire or call collect:
Dick Perin/Cinema 5 Television/595 Madison Ave., New York, N.Y. 10022
Tel. 212-752-3200

tisers in 1971, separately for network and spot, the Radio Advertising Bureau also is reporting today (Aug. 14) that:

▪ National spot in 1971 was believed to be up between 3% and 4%. Network radio's gain was 8%, based on figures supplied by Radio Expenditure Reports Inc., Larchmont, N.Y., which compiles the estimates for RAB. Local, said RAB, increased 9%, according to its own estimates.

▪ The combined growth of all radio billing was put at 7.3% in 1971 over the prior year. The bureau also said that the overall gain in radio was achieved despite "the recession in ad expenditures and the loss of tobacco bilings," and represented a 46% faster growth rate than the 5% estimated by other advertising industry sources as the total growth of "other media."

▪ The top-100 national advertisers last year spent an estimated \$266,441,000 in spot radio. The top 100 in network invested \$58,259,000.

RAB said that because of changes in Radio Expenditures Reports' reporting system, it was not possible to compare spot figures in 1971 with those in 1970.

Top-100 spot advertisers

1. GENERAL MOTORS CORP.	\$22,156,000
A.C. Division	784,000
Buick factory	2,213,000
Buick dealers	152,000
Cadillac factory	550,000
Cadillac dealers	18,000
Chevrolet factory	10,943,000
Chevrolet dealers	542,000
Frigidaire	704,000
GMAC	75,000
GMC Trucks	51,000

Guardian Maintenance	14,000	Octagon	90,000
Institutional	327,000	p-300	27,000
Oldsmobile factory	418,000	Palmolive liquid	3,000
Oldsmobile dealers	90,000	Punch	76,000
Pontiac factory	3,362,000	Rapid Shave	43,000
Pontiac dealers	106,000	Tackle	785,000
Safety campaign	130,000	Ultra Brite	249,000
UMS/Delco-Remy Div.	1,677,000	10. FALSTAFF BREWING	5,212,000
2. AMERICAN HOME PRODUCTS	13,530,000	Falstaff beer	4,832,000
Aero Shave	13,000	Narragansett	220,000
Anacin	1,381,000	Krueger beer	54,000
BISOdol	6,000	Griesedick malt	106,000
Black Flag	255,000	11. AMERICAN OIL CO.	4,838,000
Chef Chill	87,000	Agricultural products	1,000
Chef Pizza	11,000	Gas and oil	4,792,000
Compound W	3,000	Heating	24,000
Drial	17,000	TBA	19,000
Dristan	6,000	12. AMERICAN TEL. & TEL.	4,800,000
Easy-Off	3,000	Telephone services	4,800,000
Fort Dodge Div.	5,000	13. STERLING DRUG CO.	4,468,000
Griffin Polish	260,000	Bayer Aspirin	39,000
Neet	6,000	Campho Phenique	448,000
Oxipar	1,000	Dr. Caldwell's laxative	45,000
Pam	24,000	Fletcher's Castoria	2,000
Prep. H	11,285,000	Glissade	3,000
Quiet World	154,000	Ironized Yeast	62,000
Snarol	11,000	Lysol	213,000
Wizark	1,000	Medi-Quick	40,000
Woolite	1,000	Midoi	84,000
3. SEARS, ROEBUCK & CO.	13,300,000	PhisoHex	1,845,000
Department stores	13,300,000	Stridex	225,000
4. CHRYSLER CORP.	12,492,000	d-Con	1,462,000
Airtemp Division	40,000	14. MENNEN CO.	4,384,000
Chrysler factory	3,130,000	Baby Magic Oil	180,000
Chrysler dealers	1,246,000	Contest promotion	13,000
Dodge factory	551,000	Protein 21	3,009,000
Dodge dealers	2,991,000	Protein 21 Spray	142,000
Dodge Trucks	27,000	Protein 29	935,000
Plymouth factory	850,000	Skin Bracer	48,000
Plymouth dealers	1,813,000	Trouble	57,000
Institutional	1,842,000	15. EASTERN AIRLINES	4,215,000
5. FORD MOTOR CO.	10,454,000	Air travel	4,215,000
Autolite Division	60,000	16. U.S. ARMY	3,854,000
Financing	14,000	Recruiting	3,854,000
Ford factory	5,476,000	17. WARNER LAMBERT	3,544,000
Ford dealers	4,032,000	Certs	2,142,000
Ford Trucks	6,000	Dentyne	1,192,000
Institutional	46,000	Listerine	2,000
L/M factory	563,000	Rolaids	16,000
Service	31,000	Trident	192,000
L/M dealers	226,000	18. BRISTOL-MYERS CO.	3,478,000
6. ANHEUSER-BUSCH	9,417,000	Ban	1,000
Budweiser	4,671,000	Born Blonde	249,000
Budweiser Malt	1,005,000	Boutique Bright	3,000
Busch Bavarian	3,035,000	Bufferin	5,000
Michelob	706,000	Great Body	161,000
7. COCA-COLA CO.	7,486,000	4-Way Nasal Spray	19,000
Afro Cola	2,000	Hair So New	12,000
Alegre punch	34,000	Herbaessence	124,000
Buttermut coffee	19,000	Kindness	4,000
Coke	5,846,000	Lemon Go Lightly	192,000
Fanta	103,000	Long & Silky	121,000
Fresca	378,000	Metrecal	5,000
Santiba	21,000	Multi-Scrub	88,000
Simba	93,000	Nice 'n Easy	11,000
Tab	203,000	Nutrament	294,000
Youth campaign	49,000	Plunge	297,000
Sprite	718,000	Psssst	364,000
8. PEPSICO	6,119,000	Silence	4,000
Diet Pepsi	937,000	Skin Machine	155,000
Mountain Dew	153,000	Soft Blush	11,000
Pepsi	4,957,000	Summer Blonde	42,000
Teem	55,000	Tanya	445,000
Golden Age	13,000	Vitalis	870,000
Lay's Chips	2,000	Vote	1,000
Mrs. Cubbison's Dressing	2,000	19. HUMBLE OIL AND REFINING	3,453,000
9. COLGATE PALMOLIVE	5,672,000	Agricultural products	5,000
Ajax dishwashing liquid	105,000	Gas and oil	3,415,000
Ajax powder	44,000	Heating fuel	2,000
Ajax window cleaner	6,000	TBA	18,000
At Once Wigs	3,000	Institutional	13,000
Axion	379,000	20. MOBIL OIL CO.	3,417,000
Brisk	61,000	Agricultural products	97,000
Brite Side	1,046,000	Gas and oil	3,248,000
Brute	21,000	Hefty Bags	74,000
Burst	1,408,000	21. WM. WRIGLEY CO.	3,400,000
Cold Power	407,000	Chewing gum	3,400,000
Colgate 100	3,000	22. KRAFTCO. CORP.	3,186,000
Colgate dental cream	12,000	Breakstone yogurt	292,000
Congestex	53,000	Casino cheese	88,000
Deodril	1,000	Frozen foods	15,000
Dermassage	266,000	Kraft mayonnaise	38,000
Fab	200,000	Kraft oil	70,000
Frontal 4	28,000	Kraft salad dressing	15,000
Galaxy	104,000	Light & Lively	43,000
Halo	209,000	Parkay margarine	2,615,000
Irish Spring	47,000		
Look Twice	8,000		





Tape Cartridge Racks

- Free standing
- Table top
- Wall mounting

Enjoy real fingertip convenience with these Spotmaster tape cartridge racks. Three styles, holding up to 200 cartridges, meet every need. RM-100 wood rack stores 100 cartridges in minimum space, for wall or table top mounting, \$47.50. LS-100 lazy susan rack holds 100 cartridges on table top rotating stand, \$79.50. RS-200 revolving rack is on casters for floor storage and mobility, accepts 200 cartridges, \$145.50. RS-25 rack sections, used in rotating racks, hold 25 cartridges, may be wall mounted individually; rugged steel construction, \$13.00.

Order direct or write for details.

BROADCAST ELECTRONICS, INC.

A Filmways Company
8810 Brookville Rd., Silver Spring, Md. 20910

23. GENERAL FOODS CORP.	2,927,000	36. TRANS WORLD AIRLINES	2,086,000	Ovals	10,000
Brim	22,000	Air travel	2,086,000	58. SMITH, KLINE & FRENCH	1,400,000
Burger Chaf	78,000	37. SEVEN UP CO.	2,027,000	Contact	856,000
Caffree	41,000	Diet 7-Up	50,000	Love Cosmetics	27,000
Chills & Thrills	2,000	7-Up	1,977,000	Sea 'n Ski	517,000
Coffee sweetner	3,000	38. SUN OIL CO.	1,988,000	59. NATIONAL BREWING CO.	1,394,000
Danka	5,000	Sunoco gas and oil	1,849,000	A-1 beer	31,000
Diet Test	19,000	Sunray D-X Division	139,000	Colt 45	769,000
Dream Whip	5,000	39. PHILLIPS PETROLEUM	1,969,000	Malt Duck	250,000
Flag Waver	1,000	Agricultural products	17,000	National Bohemian	240,000
Good Morning	3,000	Gas and oil	1,952,000	National Premium	35,000
Gourmet foods	3,000	40. STP CORP.	1,951,000	Regal	58,000
Ice Flo	6,000	STP additives	1,951,000	Whaten's white ale	11,000
Iced coffee mix	2,000	41. BENEFICIAL FINANCE	1,907,000	60. FIRESTONE TIRE AND RUBBER	1,333,000
Jello gelatin	760,000	Loans	1,907,000	Tires and tubes	1,333,000
Maxim	178,000	42. CONTINENTAL AIRLINES	1,886,000	61. CITGO INC.	1,309,000
Maxwell House iced	50,000	Air travel	1,886,000	Gas and oil	1,309,000
Maxwell House regular	15,000	43. BEATRICE FOODS	1,864,000	62. HOUSEHOLD FINANCE	1,262,000
Maxwell House Instant	360,000	Clark candy	38,000	Loans	1,262,000
Open Pit Sauce	154,000	Dannon yogurt	239,000	63. ALLEGHENY AIRLINES	1,203,000
Sanka	78,000	LaChoy Foods	1,000	Air travel	1,203,000
Shake 'n Bake	12,000	Meadowgold Dairy	31,000	64. PLOUGH INC.	1,193,000
Tang	3,000	Miracle White	1,274,000	Coppertone	308,000
Thick & Frosty	722,000	Mother's cookies	7,000	Creolin	4,000
Yuban	387,000	Rosarita Foods	227,000	DI-Gel	425,000
Unspecified	18,000	Sexton's Foods	12,000	Maybelline	94,000
24. MILLER BREWING CO.	2,917,000	Shedd Bartush (Keko)	1,000	Mexsana	25,000
Miller High Life	2,375,000	Treat Crisps	7,000	O.T. Lotion	108,000
Miller Malt	529,000	Vigortone	27,000	St. Joseph aspirin	105,000
Gettleman	13,000	44. P. BALLANTINE & SONS	1,830,000	St. Joseph cough syrup	2,000
25. CARLING BREWING CO.	2,901,000	Beer and ale	1,830,000	Solarcaine	122,000
Carling Black Label	2,021,000	45. RENAULT DEALERS	1,829,000	65. BLOCK DRUG CO.	1,187,000
Carling Malt	158,000	Renault cars	1,829,000	B.C. Remedy	933,000
Canadian Gold	3,000	46. F & M SCHAEFER BREWING	1,800,000	Mini-Mist	85,000
Heidelberg	298,000	Schaefer beer	1,800,000	Omega Oil	85,000
Stag	421,000	46. MONTGOMERY WARD ¹	1,800,000	Treatment 20	61,000
26. DELTA AIRLINES	2,761,000	Department stores	1,800,000	So-Fair	18,000
Air travel	2,761,000	48. G. HEILEMAN BREWING	1,646,000	All-Clear	5,000
27. JOS. SCHLITZ BREWING	2,663,000	Blatz	628,000	66. GULF OIL CORP.	1,181,000
Encore	31,000	Kingsbury	1,000	Gas and oil	1,049,000
Old Milwaukee	432,000	Old Style	702,000	Heating fuel	11,000
Primo	9,000	Wiedemann	315,000	Totem Bags	17,000
Schlitz	1,789,000	49. J. C. PENNEY CO. ¹	1,600,000	Chemicals	2,000
Schlitz malt	402,000	Department stores	1,600,000	TBA	102,000
28. GILLETTE CO.	2,340,000	50. PAN AMERICAN AIRLINES	1,572,000	67. P. R. MALLORY	1,142,000
Cassettes	10,000	Air travel	1,572,000	Duracell batteries	1,142,000
Dippity Doo	215,000	51. DR. PEPPER CO.	1,500,000	68. ROYAL CROWN CO.	1,135,000
Dry Look	261,000	Soft drink	1,500,000	Diet Rite	398,000
Lemon Up	647,000	52. AMERICAN MOTORS	1,487,000	Gatorade	7,000
Papermate	28,000	Cars	1,487,000	R.C. Cola	730,000
Right Guard	303,000	53. CAMPBELL SOUP CO.	1,463,000	69. CANADA DRY CORP.	1,129,000
Soft 'n Dry	8,000	Campbell soups	849,000	Ginger ale	203,000
Sun In	51,000	Bounty products	26,000	Various	866,000
Tame	464,000	Pepperidge Farms	564,000	Wink	57,000
Technatic	122,000	Swanson Foods	14,000	Purple Passion	3,000
White Rain	231,000	Spreads	10,000	70. VOLVO INC.	1,103,000
29. UNION CARBIDE CORP.	2,303,000	54. UNION OIL CO.	1,441,000	Cars	1,103,000
Eveready	1,368,000	Gas and oil	1,441,000	71. NESTLE CO.	1,087,000
Glad Bags	152,000	55. NATIONAL AIRLINES	1,431,000	Deer Park Water	810,000
Insecticides	65,000	Air travel	1,431,000	Crosse & Blackwell	10,000
Prestone	108,000	56. MILES LABS	1,420,000	Swiss Knight cheese	13,000
Stud oil	610,000	Alka Seltzer	883,000	Boom chocolate drink	103,000
30. STANDARD OIL OF CALIFORNIA	2,287,000	Bactine	6,000	Decaf	105,000
Chemicals	72,000	One-A-Day	531,000	Iced tea	20,000
Gas and oil	2,201,000	57. AMERICAN BRANDS	1,419,000	Tasters Choice	188,000
Heating fuel	14,000	Bell Brand	91,000	Gerber Products	16,000
31. HEUBLEIN INC.	2,254,000	Sunshine Biscuits	1,318,000	Pimento Dip	2,000
Great Valley	1,000	72. PFIZER & CO.	1,083,000	Seafood sauce	8,000
Lancer's wine	76,000			Preserves	12,000
Right Time Malt	391,000				
Hamm's beer	1,786,000				
32. TEXACO	2,179,000				
Gas and oil	2,179,000				
33. AMERICAN AIRLINES	2,183,000				
Air travel	2,183,000				
34. UNITED AIRLINES	2,119,000				
Air travel	2,119,000				
35. LEVER BROTHERS CO.	2,089,000				
Close-Up	592,000				
Cold Water All	4,000				
Glamorene	185,000				
Good Humor	75,000				
Imperial margarine	4,000				
Lifebuoy	7,000				
Lipton Cup A Soup	98,000				
Lipton Pet Foods	23,000				
Lipton Tea (iced)	206,000				
Lipton Tea (regular)	846,000				
Mrs. Butterworth's	2,000				
Morton House Foods	10,000				
Pepsodent	3,000				
Phase III	2,000				
Premium	5,000				
Rinso	1,000				
Swan	1,000				
Toastmaster	3,000				
Various	22,000				

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ATLAS FLAG CORP.
BENTON, ILL. 62812

Agricultural	102,000	Unguentine	268,000	Chewing gum	719,000
Fantasma	7,000	Trlectin	2,000	18. PPG. CORP.	684,000
Hai Karate	145,000	98. PENNZOIL CO.	799,000	Paint	684,000
Hot Pants	410,000	Oil products	799,000	19. GENERAL MILLS	667,000
Pacquins	10,000	99. COTT CORP.	784,000	Total cereal	474,000
Skinny Dip	250,000	Cluquot Club beverages	10,000	Buc Wheats	193,000
Styx	159,000	Coit beverages	774,000	19. PENNZOIL CO.	667,000
72. OLYMPIA BREWING CO.	1,083,000	100. DIAL FINANCE	764,000	Oil products	667,000
Beer	1,083,000	Loans	764,000	21. AVCO FINANCE	652,000
74. GENERAL CIGAR CORP.	1,056,000			Loans	652,000
Tijuana Smalls	717,000			22. FLORIDA CITRUS COMMISSION	650,000
Tiparillos	339,000			Citrus promotion	650,000
75. NORTHWEST ORIENT AIR	1,035,000			23. AMERICAN BRANDS	637,000
Air travel	1,035,000			Cigars	49,000
76. GENERAL ACCEPTANCE	1,032,000			Sunshine biscuit	572,000
Loans	1,032,000			Master Lock	16,000
77. BP GAS	1,022,000			24. MENNEN CO.	623,000
Gas and oil	1,022,000			Protein 21	415,000
78. UNITED VINTNERS	1,018,000			Protein 29	92,000
Annie Wine	1,000			Trouble	116,000
Bali Hai	196,000			25. E. I. DU PONT	608,000
Great Valley	86,000			Carpeting	60,000
Harvey's	11,000			Lucite Paint	238,000
I Love You	2,000			Zerex	310,000
Italian Swiss Colony	71,000			26. PET CO.	554,000
Key Largo	135,000			Stuckeys	224,000
Zapple	516,000			Downy Fleke	330,000
79. JOHNSON & JOHNSON	1,008,000			27. HOWARD JOHNSONS	551,000
Baby oil	885,000			Restaurants and motels	551,000
Disposable diapers	1,000			28. INSURANCE CO. OF NORTH AMERICA	544,000
First aid kits	35,000			Insurance	544,000
Micrin	67,000			29. SHELL OIL CORP.	539,000
Medicated powder	3,000			Gas and oil	539,000
Taskmaster	17,000			30. AMERICAN MOTORS	520,000
80. M.J.B. CO.	992,000			Cars	520,000
M.J.B. coffee	992,000			31. NEWSWEEK	519,000
81. WESTERN AIRLINES	988,000			Magazine	519,000
Air travel	988,000			32. WTS PHARMACRAFT	513,000
82. MIDAS INC.	985,000			Allerest	513,000
Mufflers	985,000			33. BANKERS LIFE & CASUALTY	498,000
83. CARTER-WALLACE	973,000			Insurance	498,000
Arrid/Nair	973,000			34. HANES CORP.	463,000
84. SHELL OIL CORP.	960,000			Underwear	463,000
Gas and oil	750,000			35. E. L. BRUCE	449,000
Chemicals	107,000			Terminex	449,000
No Pest Strip	10,000			36. INTERNATIONAL DAIRY QUEEN	444,000
TBA	93,000			Ice cream	444,000
85. BORDEN CO.	958,000			37. PETER PAUL CO.	431,000
Aunt Janes pickles	73,000			Candy	431,000
BBF Restaurants	73,000			38. RETAIL CLERKS ASSN.	392,000
Buttery Flavor baking	1,000			Union	392,000
Calo pet food	187,000			39. SEARS, ROEBUCK & CO.	391,000
Cremera	25,000			Stores	391,000
Dairy products	84,000			40. CARTER-WALLACE	378,000
Drake cakes	226,000			Arrid	378,000
Frosted shakes	7,000			41. SKIL CORP.	368,000
Realemon	120,000			Tools	368,000
Sacramento tomato juice	36,000			42. GOLD SEAL CO.	351,000
Smith Douglas Agric.	105,000			Detergents	351,000
Wise potato chips	1,000			43. UNITED VAN LINES	347,000
Wylar drinks	20,000			Moving services	347,000
86. HERSHEY CORP.	952,000			44. P. R. MALLORY	339,000
Chocolate	626,000			Duracell batteries	339,000
Reese Cup	326,000			45. LIBBY OWENS	325,000
87. BLUE CROSS/BLUE SHIELD	911,000			Auto glass	325,000
Health insurance	911,000			46. BRISTOL-MYERS	323,000
88. INTERNATIONAL MINERALS	908,000			Bufferin	37,000
Ac'cent	908,000			Tanya	145,000
89. COLUMBIA RECORDS	868,000			Vitalis	24,000
Records	868,000			Plunge	111,000
90. TOYOTA DEALERS	864,000			Clairol hair curlers	6,000
Cars	864,000			47. UNION CARBIDE	318,000
91. MONARCH WINE CO.	843,000			Prestone	318,000
Manischewitz wines	843,000			48. SMITH, KLINE & FRENCH	312,000
92. McDONALDS SYSTEMS	831,000			Contact	312,000
Drive-ins	831,000			49. CONSOLIDATED FOODS	311,000
92. NORTHEAST AIRLINES	831,000			Sara Lee cakes	122,000
Air travel	831,000			Hollywood candy	189,000
94. NOXELL CORP.	827,000			50. MORTON NORWICH	306,000
Cover Girl	61,000			Pepto-Bismol	145,000
Dorfen Gray	1,000			Unguentine	161,000
Noxzema cream	333,000			51. J. M. SMUCKER	304,000
Therablum	169,000			Jams and jellies	304,000
Various	263,000			52. NATIONAL ASSN. OF HOME BUILDERS	300,000
95. ELANCO PRODUCTS	825,000			Institutional	300,000
Lawn and farm products	825,000			52. MILTON BRADLEY	300,000
96. F. W. WOOLWORTH	810,000				
Kinney shoes	810,000				
97. MORTON-NORWICH	801,000				
Master Wax	271,000				
Vista Wax	260,000				

¹ For retailers' radio expenditures (Sears, Roebuck, Montgomery Ward, and J. C. Penney), exact data were unavailable. Amounts listed here are conservative estimates based on independent retailing surveys which were used in conjunction with actual station reports to RER.

Top-100 network advertisers

1. GENERAL MOTORS	\$5,117,000
Buick	879,000
Cadillac	367,000
Chevrolet	2,033,000
GMAC	837,000
Oldsmobile	199,000
Pontiac	563,000
Institutional	239,000
2. STP CORP.	3,518,000
Gas and oil additives	3,518,000
3. FORD MOTOR CO.	3,437,000
Autolite Division	1,245,000
Ford cars	1,249,000
Ford trucks	395,000
Institutional	137,000
Credit	222,000
Customer service	189,000
4. COLGATE PALMOLIVE	3,061,000
Ajax dishwashing	258,000
Axion	692,000
Brite Side	546,000
Colgate dental cream	20,000
Deodorant	13,000
Dermassage	605,000
Cold Power	379,000
Fab	235,000
Halo	84,000
Tackle	32,000
Ultra Brite	197,000
5. STERLING DRUG	2,965,000
Bayer	752,000
Campho-phenique	294,000
Ironized Yeast	212,000
Lysol Spray	502,000
Mediquick	167,000
Midol	75,000
Phillips Milk of Magnesia	663,000
PhisoHex	129,000
Stridex	171,000
6. PLOUGH	2,465,000
Coppertone	22,000
Di-Gei	2,302,000
Mexsana	18,000
Musterole	26,000
Solarcaline	38,000
St. Joseph Aspirin	59,000
7. CHRYSLER CORP.	1,467,000
Cars	1,467,000
8. CAMPBELL SOUP	1,452,000
Campbell soups	1,409,000
Pepperidge Farms	43,000
9. GILLETTE CO.	1,373,000
Shaving products	1,373,000
10. QUAKER STATE REFINING	1,296,000
Motor oil	1,296,000
11. MILES LABS	1,282,000
Alka Seltzer	1,067,000
One-A-Day	215,000
12. ARMOUR & CO.	1,206,000
Frankfurters	602,000
Dial soap	604,000
13. EASTMAN KODAK	834,000
Cameras and film	834,000
14. GENERAL FOODS	781,000
Jello	27,000
Maxim	199,000
Maxwell House	555,000
15. AMERICAN HOME PRODUCTS	761,000
Anacin	176,000
Brach candy	46,000
Preparation H.	539,000
16. LEVER BROS.	722,000
Lipton Tea	397,000
Main Dish	312,000
Tabby Cat Food	13,000
17. WM. WRIGLEY CO.	719,000

Games	300,000
54. TIME INC.	297,000
Time	242,000
Sports Illustrated	55,000
55. R. T. FRENCH	287,000
Pet products	97,000
Foods	190,000
55. SCHICK SAFETY RAZOR CO.	287,000
Razors and blades	287,000
57. ARCHWAY COOKIES	282,000
Cookies	282,000
58. SCHOLL MFG.	264,000
Foot aids	264,000
59. HERSHEY CORP.	249,000
Chocolate	249,000
60. WM. B. REILLY	245,000
Luzianne coffee	245,000
61. OHIO ART PRODUCTS	239,000
Etch-A-Sketch	239,000
62. SUN LIFE ASSURANCE	237,000
Insurance	237,000
63. LA-Z-BOY CHAIR CO.	234,000
Chairs	234,000
64. HARTZ MOUNTAIN PET PRODUCTS	231,000
Pet products	231,000
65. RICHARDSON MERRILL	230,000
Clearasil	104,000
Vicks cough drops	126,000
66. TRAVELodge INTERNATIONAL	225,000
Motels	225,000
67. COWLES COMMUNICATIONS	220,000
Family Circle	220,000
68. GLASS MFG. INSTITUTE	218,000
Institutional	218,000
69. YARDLEY OF LONDON	216,000
Cosmetics	216,000
70. GIBALTAR INDUSTRIES	215,000
Pam cooking aids	215,000
71. MONROE AUTO EQUIPMENT	214,000
Auto parts	214,000
72. FIELD ENTERPRISES	210,000
Encyclopedia	210,000
73. GULF OIL CORP.	207,000
Gas and oil	207,000
74. G & C MERRIAM CO.	206,000
Dictionaries	206,000
75. LOEW THEATRES, INC.	203,000
Theatres	22,000
Lorillard Division	
Erik	13,000
Omega	168,000
76. FLORISTS TRANSWORLD	202,000
Flowers	202,000
77. DOW CHEMICAL	200,000
Bathroom cleanser	200,000
78. U.S. ARMY	194,000
Recruiting	194,000
79. KERR MFG.	189,000
Canning jars	189,000
80. BURLINGTON INDUSTRIES	180,000
Hosiery	180,000
81. QANTAS AIRWAYS	176,000
Air travel	176,000
82. PUREX CORP.	175,000
Cuticura	175,000
82. NABISCO INC.	175,000
Cream of Wheat	175,000
84. ANDERSON CO.	173,000
Anco wipers	173,000
85. ASSN. OF AMERICAN RAILROADS	168,000
Institutional	168,000
85. 3M COMPANY	168,000
Scotchguard	168,000
87. REXALL DRUG CO.	166,000
Drugs	166,000
88. ILLINOIS TOOL CO.	160,000
Tools	160,000
89. WYNN OIL CO.	159,000
Oil products	159,000
90. KRAFTCO CORP.	150,000
Foods	150,000
91. QUAKER OATS CO.	149,000
Cereals	149,000
92. TEXACO INC.	143,000
Gas and oil	143,000

93. ADMIRAL CORP.	142,000
TV's	142,000
94. PAN AMERICAN AIRLINES	141,000
Air travel	141,000
95. BEATRICE FOODS	139,000
Meinor sprinklers	43,000
Clark candy	96,000
96. PETERSEN MFG.	137,000
Vise-Grip Tools	137,000
97. TURTLE WAX CO.	134,000
Car wax	134,000
98. SUCCESS UNLIMITED	132,000
Magazine	132,000
99. SHULTON INC.	129,000
Desert Flower	94,000
Old Spice	35,000
100. GENERAL CIGAR CORP.	128,000
Tijuana Smalls	128,000

Rising costs push up price of TV advertising

TV and print media are focal points in Ayer study, but radio gets mention for its economy

Television is costing the national advertiser more this year. So are such other media as newspapers, regular magazines and trade/industrial magazines, according to a review of costs and media by N. W. Ayer & Son's media department.

Ayer's review seeking to answer in part, "how expensive is advertising?" studied these four media groupings for trends. Though radio was not included, the agency did mention the medium as one vehicle that is relatively inexpensive.

The advertising agency released several highlights of its statistical review. Among them:

- The average 30-second TV commercial in network prime time in 1972 costs \$25,090, compared with \$24,436 last year and \$21,486 five years ago.

- Costs of doing business are up. "The major portion of the increased costs," said Ayer, represent "increased costs of doing business," citing, for example, bigger tabs for talent and programing and increases in selling expenses, costs of research and computer services.

- Though audiences delivered may be greater now than they were in years past, the gains have not kept pace with the increases in the cost of doing business.

- "As a result," said Ayer, "the relative cost efficiency of media—in terms of

The bottom line. The treasurer of the Democratic National Committee said last week that the party's telethon last month on ABC-TV will net about \$2 million when all the contributions are in. According to Donald Petrie, the funds will be applied against the party's \$9-million debt. The 18½-hour program July 8-9 raised about \$4.5 million in phoned-in pledges and it was expected that the gross amount would go over \$5 million (Broadcasting, July 17). Deductions from the gross amount will include \$1.8 million for time costs and promotional expenses, some pledges that will not materialize and fees charged by credit-card companies handling some of the pledges.

CPM (cost per thousand circulation) or readers/viewers per dollar, cost per rating point, or whatever the efficiency measure—is down.

"This means, of course, that it is costing more to advertise today than it did a few years ago."

Ayer also looked at the five-year trend of a few business and economic indicators and related them to the cost of delivering an advertising message. The results showed that while advertising costs may have gone up, they have not increased as much as other costs (such as commodities and labor, based on weekly earnings).

Said Ayer: "All things considered, advertising is an economical buy." Among the examples: "For the price of an eight-cent postage stamp, in prime-time network TV, you can take your product into 39 homes and for 30 seconds, have the opportunity to demonstrate its use and advantages to the entire family . . ."

"In radio," said Ayer, "during the morning traffic hour for the cost of one cigarette (2.5 cents) you can talk for one minute to 62 men or women."

The agency said that in 1965 advertisers paid \$4.10 in cost per thousand for network TV but \$4.53 in 1970, a 10.5% increase. The increase over the same period for newspapers was 12.7%, for regular magazines 4.9%, for trade/industrial magazines 14.8%. For the U.S. economy, however, weekly earnings (or labor costs) in that time went up 26.4%, all commodities 14.3% and industrial commodities 14.1%.

American Home agrees to revamp its TV ads

Consent order filed in wake of FTC charges that demonstrations were not telling the whole story

American Home Products Inc. and its agency, Cunningham & Walsh, both New York, have signed a proposed consent order with the Federal Trade Commission agreeing to cease allegedly deceptive TV demonstrations for such products as Easy-On Speed Starch, Aerowax floor wax, Easy-Off window cleaner and Black Flag ant and roach killer with Baygon.

The FTC announced its intention to issue the complaint a year ago.

The consent order becomes final if adopted by the trade commission after 30 days. It does not constitute an admission of guilt by American Home.

In the original complaint, the FTC charged that American Home commercials for these products purported to prove the superiority of American Home products over those of competitors but did not because directions for the competing brands were not followed.

It cited these examples, among others: Half a window is sprayed with Easy-Off window cleaner; the other half with a "leading brand." When dry, the Easy-Off half is clear, while the other brand half has spots. But, said the FTC, if the other half had been wiped, as directed, no spots would have formed. Cockroaches

are placed in two containers, one treated with Black Flag, the other with a "leading brand" insecticide. Roaches in the Black Flag container die; the others do not. But, said the FTC, the roaches in the other container were purposely selected because they had developed a resistance to the active ingredient of the other insecticide.

The consent order applies to all American Home Products used in laundering, ironing or treating fabrics; controlling pests, insects or weeds, or for fertilizing the earth; freshening or deodorizing air or for lighting fires; cleaning windows, or cleaning, repairing or polishing the house and its furnishings, fixtures or objects; aerosol shaving cream; shoe care products, or to any product used to cool foods or beverages.

Business Briefs

New to TV. Campbell Soup Co., Camden, N.J., will spend almost \$1 million in television this fall to introduce new Swanson "Hungry Man" frozen dinners. Thirty-second commercials, to be prepared by Ogilvy & Mather, New York, will be used on all three networks in daytime schedules and will also receive spot support in early- and late-evening slots, beginning Oct. 23, in 25 major markets.

Nice kitty. Vicki Hubert, 105-pounder wearing a "Timmetation" fake fur, snuggles up to 400-pound tiger, wearing real thing, in 30-second spot made by Levine, Huntley, Schmidt Advertising, New York, for E. F. Timme there. Commercial uses fashion and conservation themes. Campaign kicks off with one-half sponsorship of *National Geographic* program, "The Mystery of Animal Behavior" to be shown



on KNBC-TV Los Angeles on Sept. 4, and on WNBC-TV New York, Sept. 9. Spots will run in Los Angeles, New York and High Point, N.C., through Oct. 16. High Point, major furniture-manufacturing center, was chosen because Timme fake furs are also used in furniture covering. Campaign is broadcast first for Timme and fake-fur industry in general, according to Harold Levine, president of agency.

Agency appointments. Howard Johnson Restaurants and Motor Lodges have moved \$1.5-million account (includes radio) from Grey Advertising, New York, to Harold Cabot & Co., Boston. ■ McCormick & Co., Baltimore, has assigned

BAR reports: television-network sales as of July 23

CBS \$345,207,100 (36.9%); NBC \$304,348,400 (32.5%); ABC \$286,385,300 (30.6%)*

Day parts	Total minutes week ended July 23	Total dollars week ended July 23	1972 total minutes	1972 total dollars	1971 total dollars
Monday-Friday Sign-on-10 a.m.	75	\$ 412,100	2,151	\$ 12,870,700	\$ 12,548,800
Monday-Friday 10 a.m.-6 p.m.	998	6,263,400	27,781	195,207,000	178,490,300
Saturday-Sunday Sign-on-6 p.m.	256	2,161,400	8,950	102,452,300	83,061,100
Monday-Saturday 6 p.m.-7:30 p.m.	92	1,305,500	2,714	49,545,800	40,604,300
Sunday 6 p.m.-7:30 p.m.	10	126,600	389	8,277,700	12,538,800
Monday-Sunday 7:30 p.m.-11 p.m.	399	14,001,100	11,404	514,346,900	501,001,100
Monday-Sunday 11 p.m.-Sign-off	152	1,579,100	4,343	53,240,400	36,855,000
Total	1,982	\$25,849,200	57,732	\$935,940,800	\$865,099,400

*Source: Broadcast Advertisers Reports network-TV dollar revenues estimates.

grocery advertising account for U.S. and Canada to Clinton E. Frank Inc., Chicago, effective Dec. 1. Frank's San Francisco office already handles McCormick's Schilling Division.

Rep appointments. KHMA(TV) Houma, La.: AAA Representatives, New York ■ WWSR-AM-FM St. Albans, and WSNO-AM) Barre, both Vermont: Grant Webb & Co., New York. ■ WPFA(AM) Pensacola, Fla.: Alan Torbet & Associates, New York ■ CKVL-AM-FM Montreal-Verdun, Que., Canada: ABC International Television, New York.

Ups anchor. Italian Line, largest passenger fleet in trans-Atlantic service, will use radio and television to advertise its new \$150 student rate to Europe. Its agency, Needham, Harper & Steers, New York, began spot radio campaign on East Coast Aug. 7. In September, filming will begin on 30- and 60-second TV commercials to be placed on Boston, New York, Philadelphia and Washington stations prior to sailings.

Jaffa Joy debut. White Rock Corp., Brooklyn, N.Y., will introduce new soft drink, Jaffa Joy, to the New York-New Jersey area in mid-August. Intensive radio campaign has been prepared by Venet Advertising, New York, which combines American rock music with hora, Israel's traditional folk rhythm.

Vote for Charlie Brown. The Bottlers of Coca-Cola (McCann-Erickson, New York) and Interstate Brands (baked foods) (Dancer-Fitzgerald-Sample, New York) will sponsor animated CBS-TV special *You're Elected, Charlie Brown* Sunday, Oct. 29. Half-hour program was created by "Peanuts" comic strip creator Charles M. Schulz, produced by Lee Mendelson and Bill Melendez in cooperation with United Feature Syndicate.

From N.Y. to Chicago. Creative Action Corp., advertising agency whose clients include SESAC Inc., has moved from New York to Chicago. *New address: Suite 7509, John Hancock Center, 875 North Michigan Avenue, Chicago 60611. Phone: (312) 944-3352.*

A better year for CBS tennis

With biggest stars back in, Forest Hills matches draw Philip Morris to pick up nut

CBS-TV will again telecast the Forest Hills (N.Y.) tennis matches in September, and Philip Morris will again be the major sponsor.

CBS purchased the rights to the tournament (the U.S. open championship) from the U.S. Lawn Tennis Association. It has two years to go in a five-year contract, under which it pays \$100,000 a year.

Joseph F. Cullman III, Philip Morris's board chairman, said last year that his company pays CBS \$250,000 a year for sponsorship. Of that amount, he said, CBS retains \$150,000 and pays the \$100,000 for rights. (A PM spokesman said last week these were approximately the cost breakouts this year, with "possibly some little revision upward.")

Philip Morris sponsors about half of CBS's coverage. Most of its commercial time is allocated to a subsidiary, Miller Brewing Co. (through McCann-Erickson), and some to American Safety Razor Co. (Personna), also a subsidiary and handled by Leo Burnett. The other half of the coverage is sold to participating advertisers.

CBS last year got caught in a dispute that kept a number of professional tennis players out of the Open (BROADCASTING, Sept. 13, 1971). The disagreement, between the USLTA and World Championship Tennis, has been resolved.

At this year's matches (which offer \$160,000 in prize money), CBS plans live coverage on Sept. 2 at 4-6 p.m. NYT; Sept. 9 at 4-6 p.m. and Sept. 10 at 3:30-6 p.m. Stars listed (most of whom did not play at Forest Hills last September): Stan Smith, Rod Laver, Ken Rosewall, John Newcombe, Arthur Ashe, Cliff Drysdale, Tony Roche, Billie Jean King, Chris Evert, Rosemary Casals and Evonne Goolagong, among others.

Independents' new voice sets its goals

Rice first president of association that will get into problems of rates, ratings, slow-pay, attacks on children's TV and cable

INTV. That is the name of a new organization of television broadcasters—*independent, nonnetwork-affiliated TV stations*—formed last week in St. Louis.

Arranged after three months of effort by Roger D. Rice, KTVU(TV) San Francisco-Oakland, and others, the organizational meeting drew 60 broadcasters representing 66 TV stations. Mr. Rice was chosen first president of the association, whose board of seven is to meet Sept. 21 in Los Angeles.

Members of the INTV board, in addition to Mr. Rice: Richard C. Block, Kaiser Broadcasting; Jim Terrell, KTVT(TV) Fort Worth; R. E. Turner, WTCG(TV) Atlanta; John T. Reynolds, KTLA(TV) Los Angeles; Albert P. Krivin, Metromedia TV; Henry V. Greene Jr., RKO General; and James R. Herd, KPLR-TV St. Louis. Mr. Herd was elected secretary-treasurer of the association.

Named executive director, with an office in New York scheduled to open Sept. 1, was Herman Land, former Westinghouse Broadcasting executive and more recently a broadcast consultant.

Invited to be present at next month's board meeting as small-market TV adviser is Gene Adelstein, KZAZ(TV) Tucson-Nogales, Ariz.

Budget for the first year was set at

\$100,000, to be raised by assessing members twice their top published hourly rate on an annual basis. Promises of membership were voiced by virtually all attending last week's meeting.

The goal of the new organization, which specifically disclaims duplicating existing associations and their work, was set out as follows: to change the image of independent TV stations with media buyers and decision makers, the FCC and the viewing public.

Among the details that INTV expects to address itself to are AT&T line-rate increases, the attacks on children's TV programs and advertising, slow-paying advertising agencies, the alleged short-changing of independent TV stations by rating services, and cable TV.

The last was one of the major subjects discussed at the one-day meeting.

David Foster, president of the National Cable TV Association, told the audience that there is a commonality of interest between cable-TV operators and independent TV station owners.

CATV at present "and for a long time to come" is absolutely dependent on the independent TV station, Mr. Foster stressed. It is the independent that cable systems are importing, not the network-affiliated stations, he noted.

Both, he said, should oppose stringent exclusivity provisions in the new CATV rules promulgated by the FCC; both should oppose the imposition of sports blackouts fostered by other broadcasters and sports clubs; both should push for federal regulation of CATV, rather than state jurisdiction.

Mr. Foster told the broadcasters that pay TV certainly will be part of CATV, and that perhaps two or three of the 20 channels required by FCC rules will be on a fee basis. But, he emphasized, this is at least 10 years in the future.

And, he said, although cable owners and copyright holders are 95% in agreement on virtually all elements of copy-

right legislation, they are "a long way apart" on the question of license payments.

Touching on one of the principal goals of the new organization—the revision of ratings to include CATV viewing as part of the audience totals of independents, Mr. Foster contended that the technology for rating cable viewing is ready and available.

This subject was much discussed at the meeting, principally by James A. Landon, Cox Broadcasting Corp., who was critical of proposed American Research Bureau audience-measurement changes.

Mr. Landon stressed that independent TV stations show up better on coincidental surveys than in diary reports. He called on the independents to support meters in audience research.

Mr. Landon also declared that the FCC's prime-time access ruling, by which 30 minutes of daily prime time has been denied for network programming, has proved beneficial to independent stations. Mr. Landon displayed an analysis of ARB's February-March metro reports for the top 25 markets for the 7:30-8 p.m. time period that showed, he said, that independents had increased their ratings and share of audience at the expense of network affiliates (for details see page 41). This is due, he added, to the independents' "programming know-how."

The group also heard George J. Simko, Benton & Bowles, state that many of the issues "and much of the innovation that has come about in television revolve around or have been fostered by independent stations."

Mr. Simko recalled that some time ago he tried to get major station representatives and TV station groups to justify qualitative judgments on the use of stations, rather than going by the cost-per-thousand-yardstick.

"The result," he said, "was a lot of interesting conversation but absolutely no



Agency import. George Simko, senior vice president of Benton & Bowles, New York, addressed the INTV meeting in St. Louis last week, citing the innovations independent stations have affected over the years and urging they be credited with a more prominent place in the sun. **Founding fathers.** This is the first board of directors of INTV. L to r: (seated) John T. Reynolds, KTLA(TV)

Los Angeles; Al Krivin, Metromedia; Hank Greene, RKO General; James Herd, KPLR-TV St. Louis; (standing) Dick Block, Kaiser Broadcasting; Jim Terrell, KTVT(TV) Dallas-Fort Worth (secretary); Roger Rice, KTVU(TV) San Francisco (board chairman); Ted Turner, WTCG(TV) Atlanta, and Herman Land, executive director. Mr. Land will open New York offices in September.

new or particularly useful data or evidence."

The same thing was true, he added, when he raised the question of the advertising of competing products in close proximity to each other (BROADCASTING, June 26) and the question of clutter.

"The voice of the television broadcaster," he commented, "has been strangely silent."

He also termed "rash and senseless" the move by TV stations to revise advertising contracts to make the advertiser as well as the agency or buying service liable for payment.

This, he said, "contributes nothing to the long-term solution of this problem—if it is a problem."

Mr. Simko called on TV station management to "get back in touch" with agency media management.

Clutter, image and advertiser-agency rating cut-off policies are three major problems for independent TV stations, Frank Tuoti, director of sales development for Kaiser Broadcasting Corp., told the meeting. He based his report on interviews with top media executives at more than a dozen agencies that, he said, account for approximately half of all spot-TV spending.

Mr. Tuoti said he found commercial clutter to be an almost universal concern—and found too that independents are assumed to be most guilty of cluttering even though, he asserted, "the heaviest clutter areas of television" are in local news programs of network affiliates, "where in many instances as many as nine or 10 minutes of commercials are scheduled within a half-hour news program."

He recommended that independents set policies and procedures to alleviate extreme clutter conditions, and that the new association consider underwriting special research on the issue. When Kaiser stations offered to play *Star Trek* with only half the code-allowable number of commercials, he recalled, agencies refused to pay premium prices because Kaiser had no research to prove that commercials in island positions are more effective.

Mr. Tuoti said he also found that national advertisers are rarely visited by independent-station executives, know little about independents and often tend to think negatively about them.

Rating cut-offs—policies under which buyers are instructed not to order a spot below a certain rating level, usually a 5.0—present "one of the most serious obstacles to increased revenues for independent stations," Mr. Tuoti declared. To help offset this he recommended studies to demonstrate the recall values of (1) commercials scheduled in lower-rated programs and (2) commercials in programs that are higher rated but that may be in their fifth or sixth reruns. He estimated that some form of rating cutoff "directly affects the expenditure of perhaps as much as one-third" of the spot-TV outlays of the top-100 spot advertisers.

INTV, he said, can quicken the day when independents are evaluated on a par with affiliated stations.

First generation comes to an end at public TV's main organization

Macy quits as president of CPB after Pace quits as chairman; no word yet on successor, but Shakespeare, Marks, Cooney are among names in circulation

John W. Macy Jr., president of the Corporation for Public Broadcasting, submitted his resignation last week, effective no later than Oct. 15.

In a letter to Frank Pace, chairman of the CPB board, Mr. Macy cited "current trends in the development of the industry" as signals of a need for new leadership. Public broadcasting's political troubles are known to be at the top of that list of trends, particularly the President's veto of a generous CPB authorization bill.

Another major factor was Mr. Macy's health. He underwent emergency surgery several weeks ago for a twisted colon and will require a second operation within a few weeks. The additional surgery is said to be standard procedure for this ailment,



Mr. Macy

but it adds more time to an already extended recuperative period. Mr. Macy has been back at work in recent days, but has looked pale and thin.

The Macy resignation adds to a growing list of changes at CPB. Mr. Pace told the board last month that he would not seek re-election as chairman. He is known to feel that closer contact between the administration and the CPB chairman would be advisable. The CPB board has also acquired a Republican majority for the first time in the organization's five-year history.

Mr. Macy's decision may be another step toward the Republicanization of an enterprise that was begun during a Democratic administration and has until recently been dominated by Democrats. The new president will be chosen by the board, perhaps at its meeting next month. There was no reliable information available last week on a successor, but initial speculation included names like Frank Shakespeare, director of the United States Information Agency, and Washington attorney Leonard Marks, treasurer of Democrats for Nixon and a former USIA chief. Also mentioned were such industry names as Joan Ganz Cooney, president of Children's Television Workshop.

Mr. Macy was named CPB president in February of 1969, over a year after the Public Broadcasting Act was signed into law by President Johnson. He came to the corporation after a 30-year career in government service, interrupted only by three years as executive vice president of his alma mater, Wesleyan College of Middletown, Conn. During the eight years of the Kennedy and Johnson administrations he was chairman of the Civil Service Commission, where he had previously been executive director in 1953-57.

It was during Mr. Macy's three-and-a-half years as president of CPB that public broadcasting began to make its mark in communications. CPB established the two national interconnection services, the Public Broadcasting Service and National Public Radio, as well as the several national production centers that now exist. Public television's audience grew from 24 million to 50 million viewers as new programs like *Sesame Street* and *The Great American Dream Machine* began to make their mark. And federal funds for public broadcasting grew from \$5 million to an expected \$45 million this year, although the corporation's hope of permanent financing remained just a dream.

Perhaps Mr. Macy's most difficult task was welding a wildly disparate group of local stations and other organizations into what he liked to call a "system." The instrumentality he was given to work with was a corporation without precedent in communications: federally chartered, but outside the government; charged with procuring and arranging distribution of programs, but not itself a programmer; charged with great national responsibilities, but forbidden from exercising undue "influence" on the industry. It was an organization caught in the middle of politics, both internal and external.

At various intervals CPB has inevitably come in for heavy criticism from one or another faction for its handling of these mandates. Through it all, Mr. Macy has maintained an almost chronic optimism and has continued to insist that CPB is following the path prescribed by the Carnegie Commission on Educational Television—which produced the original draft of a CPB—and by the binding provisions of the Public Broadcasting Act.

"Contrary to views expressed in some quarters," he said last week in the letter to Mr. Pace, "it is my conviction that

we have adhered to the intent of Congress in a faithful but creative fashion and that the groundwork which has been laid will form the foundation from which the evolutionary progress of this industry can be achieved."

Within the industry Mr. Macy has been known as the very embodiment of the Puritan ethic, a crewcut, bespectacled man with a managerial intellect and a penchant for arriving at work at 7:30 each morning. He has been respected for his handling of what many consider an almost impossible job, but few of the managers themselves really knew him very well. One, who liked and respected him, nevertheless commented once that Mr. Macy tended to sound, even in private, as if he were delivering a speech.

Little of the criticism directed at CPB has extended to include John Macy as a man. The first reactions last week to his resignation were from Hartford N. Gunn Jr., president of the Public Broadcasting Service, who expressed his "deep regret" and William G. Harley, president of the National Association of Educational Broadcasters, who said Mr. Macy "did a great job in the face of great odds."

Mr. Macy's future plans are undecided. For health reasons, he is departing the organization immediately although his resignation may not become official for weeks. CPB will initially operate under the acting presidency of Ralph W. Nicholson, its vice president-finance, but Mr. Nicholson is also leaving after Labor Day to work for the U.S. Postal Service. Between that time and the selection of a new president, the acting chief will be John Golden, CPB's director of planning, research and evaluation.

Within the next few weeks, Mr. Macy plans to issue a detailed look at his years at CPB and the circumstances of his departure.

Any real progress in border dispute with Tijuana FM's?

American government negotiators assert Mexican cooperation, but San Diego broadcasters wonder

A dozen San Diego broadcasters and their attorneys who assembled in the meeting room of the FCC in Washington on Thursday heard that two governments—their own and the Mexican—were working to end the competition they face from American-operated FM stations across the border in Tijuana. The broadcasters appeared pleased, if not entirely convinced the problem is on its way to being solved.

The Mexican government will investigate the Americans' complaint about what "appears to be a violation" of Mexican law, Richard Black of the State Department told the broadcasters.

Furthermore, he said, representatives of the two governments have drafted an agreement that would make clear that each country intends its FM stations to

be "assigned and operated for the basic purpose" of serving its nationals.

Mr. Black and FCC Broadcast Bureau Chief Wallace Johnson reached those understandings with Mexican officials in two days of talks in Mexico City last month. Their mission was aimed at removing the San Diegans' objections to the conclusion of a technical agreement with Mexico concerning FM broadcasting (BROADCASTING, July 10).

The broadcasters contend that the proposed agreement, which concerns the use of FM channels within 200 miles of each side of the border, should not be signed until steps are taken to end what they consider the unfair competition from XHIS and XHERS, both Tijuana. They say the stations, owned by Mexicans but operated by Paul Schafer, former owner of Schafer Electronics Corp., broadcast American-style progressive-rock programming into San Diego, free of the FCC regulations to which American broadcasters are subject, and attract American advertisers. The Schafer operation is seeking a third FM in Tijuana on which to establish XOURS (see story below).

Mr. Black, who with Mr. Johnson briefed the San Diegans on the Mexico City talks, said officials of the Mexican Department of Communications with whom they talked were "surprised" when informed of the Schafer operations, and promised an investigation.

He said the Mexicans felt that the Tijuana stations might be operating contrary to Mexican law which requires that broadcast outlets in that country be not only licensed to Mexican nationals but operated by them as well. The law also was said to require that 12% of the programming on Mexican stations be in Spanish and that any foreign language be followed by a recapitulation or summary in Spanish.

The separate agreement, which would take the form of a brief note exchanged between the two governments, would make clear that the type of operation that concerns the San Diegans is not the kind that the Mexican government intends to be established within that country and "will not form part of a pattern," Mr. Black said.

The agreement does not cover AM or TV, although, as one attorney present noted, the Mexican-owned-and-operated XTRA(AM) and XETV(TV), both Tijuana, beam their programming at San Diego, as do the Schafer-operated FM's.

Mr. Black indicated the negotiators were trying to avoid complicating the problem at hand. Besides, he said, the agreement establishes the "principle" that broadcast stations are to serve their nationals. He also said that broadcasters have recourse under various international radio agreements to present complaints to the Mexican government.

The plan settled on in Mexico City is to conclude the short agreement and have it "in hand" at the time the agreement concerning FM allocations is signed. Mr. Black said the aim is to submit the basic document to the Mexican Senate in September, so that the ratification process might be completed before it adjourns in December. The U.S. is treating the under-

standing as an executive agreement which does not require Senate ratification.

George Whitney, KPSE(FM), chairman of a group of 15 San Diego radio and television licensees that have organized an association to give voice and muscle to their concern, said he was "pleased with the progress" Messrs. Black and Johnson reported.

But he and others in the group indicated they still had some reservations. One broadcaster wanted to know what assurance there was that the Mexican government will move against XHIS and XHERS. Mark Fowler, counsel for the San Diego group, said the Schafer organization indicated it had sufficient political support—"they said they are wired in at the top"—to block any move to affect their operation.

Besides Mexican law and the short agreement, there may be a remedy for the San Diegans in the U.S. Communications Act. Section 325(b) states that FCC approval is needed by anyone wishing to engage in the "mechanical or physical reproduction of sound waves" that are delivered to a foreign radio station for broadcast into the U.S. The Schafer operation tapes its programs in California and delivers them to the Tijuana stations.

Mr. Johnson said the commission is looking into the question of whether this constitutes a violation. The question, he said, is: "What is tape?"

And in Tijuana, Mexican owners and American operators of rocking FM's are confident of undisturbed future

The two Mexican stations that have caused all the dispute are owned by Mexicans but programmed by Americans.

Victor M. Diaz, director general of Radio Comerciales, S.A., Guadalajara, Mexico, is the licensee of XHIS(FM).

Joaquin Vargas Gomez is the licensee of XHERS(FM). The Diaz family has owned stations in Mexico since 1936. The Diaz organization now owns and operates 11 radio stations in the country, nine of them in Guadalajara (five AM, four FM; one of the nine an English-language station taking CBS programming and broadcasting to the city's 50,000 English-speaking inhabitants). Mr. Vargas owns and operates nine stations, one in Mexico City broadcasting in English with NBC programs.

Paul C. Schafer, founder and former president of Schafer Electronics Corp., designer and manufacturer of broadcast automation systems, is the major stockholder in Time Sales Inc., San Diego, the U.S. organization that represents XHIS and XHERS in programming and in north-of-the-border sales. Larry Shushan, who owned KPRI(FM) San Diego for 12 years and helped put KCST(TV) San Diego on the air, is general manager of Time Sales and a minority stockholder in the year-old company.

"We're not interlopers," insists Mr. Shushan.

"From our point of view we're healthy competitors selling at a good rate," contends Mr. Schafer.

Time Sales Inc. splits the sales it generates 50-50 with the Diaz and Vargas

organizations. Time Sales produces totally automated programming for the stations. Programs are taped daily on cassettes and are transported each afternoon, together with the day's logs, across the border to the transmitter site in Tijuana.

There is a staff of seven, including a manager and chief engineer, in Tijuana. The U.S. staff in San Diego, based at the Royal Inn at the Wharf, amounts to 15, including the Messrs. Schafer and Shushan, a programming director and full-time writer. All staff people, on both sides of the border, work in combination for both stations.

The stations are sold in combination. The listed spot rate is \$14. Accounts include General Motors, STP, Columbia Records, RCA Records and Warner Bros. Records. Mostly the account list is made up of such local advertisers as the Tijuana bull ring and the California Auto Swap Meet. Advertising is mostly U.S. Reported less than 10% of the stations' revenue originates in Mexico.

XHIS is on 90.3 mhz. XHERS is on 90.1 mhz. Both operate 24 hours with 200,000 watts of power—100,000 vertical, 100,000 horizontal—from an antenna height of 1,000 feet. The stations blanket the San Diego market and large parts of Southern California as well.

XHIS, which started programming under Time Sales' direction in September 1971, features hard contemporary music without disk jockeys. XHERS, on the air since December 1971, offers a softer version, with some oldies mixed in. Promotion material for the stations emphasizes that programming is "100% entertainment." No news is carried.

"For the most part we conform to the rules and regulations of both nations," claims Larry Shushan. As evidence he notes that a cigarette account was recently rejected in deference to the U.S. ban on such advertising, even though there's no restriction against cigarette advertising on radio in Mexico.

Time Sales and Victor Diaz hope the proposed agreement between the U.S. and Mexico covering the use of FM channels within 200 miles of each side of the border is quickly signed. This treaty would provide for 11 FM assignments in Tijuana. If the treaty is signed, XHIS would be unaffected. But XHERS, now on 100.1 mhz, would move down to 91.1 mhz, a highly desirable switch for Time Sales purposes. Also 92.5 mhz, a class B assignment (XHIS and XHERS are class C assignments) would become available.

Time Sales, which is being challenged for the allocation reportedly by interests that would be represented by American broadcaster Gordon McLendon (who already represents XTRA[AM] Tijuana in the U.S.) would like to operate on 92.5 as XOURS. "What we'd aim to do with the combination of three stations," explains Mr. Schafer, "is wrap up the entire audience."

Mr. Diaz looks at it this way: "The San Diego broadcasters are complaining about a little Mexican competition," he says, "yet Americans dominate every field of Mexican free enterprise."

Broadcasters' action group shifts into second

Manship's trustees to select advisory council; two-ply program set up; Chapin briefs Arkansans

The executive trustees of the new National Committee for the Support of Free Broadcasting (BROADCASTING, July 31) are to meet this week to get political action activities under way.

At their first meeting, an advisory trustees council of from 15 to 20 broadcasters, will be formed. Together with the executive trustees, it will raise and disburse money for political candidates and also initiate a political education campaign.

Five executive trustees have been chosen, with Douglas L. Manship, of WJBO-AM-FM and WBRZ(TV) Baton Rouge, La., and KRGV-AM-TV Weslaco, Tex., as chairman. Mr. Manship also is publisher and editor of the *Baton Rouge Advocate* and *State-Times*. Other executive trustees, with two more possibly to be announced, are Vincent T. Wasilewski, president of the National Association of Broadcasters; Thomas Chauncey, KOOL-AM-TV Phoenix; Jack Rosenthal, KTWO-TV Casper, Wyo.; and James M. Caldwell, WAVE(AM) Louisville, Ky.

The executive trustees will choose members of the advisory trustees, with no more than one-third from the NAB board. It will also, it is speculated, establish a formal office, and choose a secretary-treasurer from among its membership.

The organization will operate on two levels. At one, it will collect monies and contribute to the campaign funds of friendly congressional candidates, or at least those who are presumed to be open-minded about legislation affecting broadcasting.

At the second level, the group will promote broadcasting's positions via booklets, speeches, research, and other "educational" activities.

The funds for each activity will be kept in separate accounts. Under federal law, corporations are prohibited from making political campaign contributions but not from contributing funds to political educational projects.

Upon the formal establishment of NCSFB, registration forms will be filed with the comptroller general of the U.S., and with the secretary of the Senate and the clerk of the House, as required by law. The names of contributors and those to whom contributions have been made must be filed quarterly with these offices.

The committee is being organized outside the NAB, although the idea germinated at the NAB board meeting in Florida last January. It was hailed then by NAB board members as an excellent idea, but one that should be developed outside the association.

At the top of the list of concerns for broadcasters are such subjects as license-

renewal procedures and counteradvertising proposals.

Some of the facts of political activism life were presented to broadcasters last week by Richard W. Chapin (Stuart Enterprises, Lincoln, Neb.), chairman of the NAB.

In a speech to the Arkansas Broadcasters Association, Mr. Chapin called attention to the formation of the political action committee and assured that "such a donation is perfectly legal." Mr. Chapin noted that donations of \$100 or less need not be reported; those over \$100 must be reported.

After stressing that the finances will be administered by broadcasters "from all portions of the political spectrum from conservative to liberal," he added:

"Donations will be made to members of Congress whom we believe to be friends or whose friendship we seek. We will ask only for a friendly ear and an understanding attitude from the member [of Congress] with respect to the various legislative problems which we may encounter in the future."

Unpredictable FCC calls for hearing on KFSD-FM sale; format change the key issue

Atlanta precedent cited, Sylvania parallel ignored in San Diego case; odds are that sale will be aborted

The FCC may be reluctant to interfere with the plans of an applicant that wants to change the format of a station it is buying (BROADCASTING, Aug. 7)—but it will not in all cases refuse. As a result, the proposed sale of Time-Life Broadcast Inc.'s KFSD-FM (formerly KOGO-FM) San Diego to Kelly Broadcasting Inc. is in jeopardy. The commission has notified the parties that it cannot resolve "the serious public questions" without a hearing—and has asked whether they are willing to prosecute the transfer application through the hearing process.

Time-Life and Kelly (which owns KCRA-AM-TV and KCTC[FM] Sacramento, Calif.) have until this week to respond. Last week Time-Life was said to be undecided. Kelly, however, was reported to be unwilling to pursue the matter beyond the contract-termination date of the \$250,000 sale, Aug. 31.

Principally at issue is Kelly's proposal to abandon the station's all-classical-music format for one featuring contemporary music, and thereby eliminate the city's only full-time classical-music station. Another issue is Kelly's proposal to reduce the station's public-service programming by about 50%.

It was because of those proposed changes that the San Diego chapter of the National Business League—which describes itself as being concerned with and

involved in upgrading minority representation in all aspects of San Diego community life—petitioned the commission to deny the assignment application. The proposed programming also was cited in informal objections filed by some 600 listeners in the station's service area.

KFSD-FM is the last station in its formerly bulging portfolio of broadcast properties that Time-Life has left to sell; it is continuing to operate WOTV(TV) Grand Rapids, Mich. Time-Life reportedly operated the San Diego FM and its former AM affiliate at a loss, and Kelly is understood to feel it could not operate the FM as a classical-music station and break even. (KOGO-AM was sold to Retlaw Enterprises Inc. for \$2.9 million in December [BROADCASTING, Dec. 6, 1971].)

The NBL, like a number of other petitioners opposing a station sale because of a proposed format change, cited the case in which the U.S. Court of Appeals overruled the commission and directed it to hold a hearing on a sale involving WGKA-AM-FM Atlanta. The issue there was that the sale would result in the loss of that city's only classical-music format and the addition of stations providing service already available on a number of others,

In other format-change cases, the commission has found that the facts differed from those in the Atlanta proceeding. But the commission cited that case in notifying the parties to the KFSD-FM sale that a hearing would be required to resolve the questions the petitioners had raised.

And it acted in what appeared to be routine fashion. The letter, which did not come to light until last week, was adopted on July 26 by a vote of 5-to-0; Chairman Dean Burch was absent and Commissioner Benjamin Hooks did not participate.

Meanwhile, the commission last week acted in another of the proceedings in which sales are being opposed because of format changes. And, coming when it did, the action pointed up the problem broadcasters and their attorneys—and citizen groups—have in anticipating commission attitudes toward format changes.

The commission denied a motion to stay the effectiveness of an order affirming an earlier decision to approve the sale of WXEZ(FM) (formerly WGLN[FM]) Sylvania, Ohio, to The Midwestern Broadcasting Co. A citizen committee seeking to restore the station's previous progressive-rock format—the station now broadcasts middle-of-the-road music—had asked for the stay pending judicial review.

In denying the request, the commission said the petition of the Citizen Committee to Keep Progressive Rock, like the committee's earlier pleadings, reflects an apparent belief that WXEZ's "entertainment programming must be totally directed towards the listening tastes of a specific segment of Toledo area residents." The committee had noted that Midwestern had eliminated the area's only full-time progressive rock station.

The commission—as it did in its previous order—said that it would not ques-

tion the choice of entertainment formats "unless it is shown . . . that the format choice is not reasonably attuned to the tastes and general interest of the community of license."

However, it also said that WXEZ is licensed to serve the varied interests of the suburban community of Sylvania, rather than those of the larger nearby city of Toledo. It also noted that WXEZ is Sylvania's only broadcast outlet, while Toledo is served by 11 local AM and FM stations.

The action was taken by two commission members—Robert E. Lee and H. Rex Lee—who acted as a board. The other commissioners are traveling or are on vacation.

Pennsylvania-Delaware minority inquiry gets Johnson's praise—but he'd go farther

Commissioner sets down his own criteria for ascertaining questionable hiring practices

FCC Commissioner Nicholas Johnson has applauded his colleagues' decision to seek further information on the employment policies of 30 Pennsylvania and Delaware stations whose license renewals are now pending. But in the same breath, the commissioner, who was the instrumental force behind that action, indicated that if the decision had been his alone, many more stations in those states would have heard from the FCC.

Mr. Johnson made his remarks in a 49-page statement regarding an action late last month, in which the commission elected to send letters to the stations in Pennsylvania and Delaware whose employment of blacks and women declined within the past year, and those with no blacks or women at all (BROADCASTING, July 31).

Mr. Johnson also had kind words for his newest associate, Commissioner Benjamin L. Hooks, who he said has done "an excellent job in pushing the commission about as far as it could be pushed—clearly more than I could have achieved—and that has been a real accomplishment." He said that the commission's action in the Pennsylvania-Delaware cases is an indication that "the industry is now again on notice that the commission intends to monitor performance, to expect improvement, and to act when the evidence indicates a need."

However, the commissioner emphasized his feeling that the decreased or nonexistent minority employment criteria employed by the commission in weeding out 30 stations from the 165 facilities on which data was available (the decision was based on information contained in the equal employment forms filed with each station's renewal application) was "far too restrictive."

In the alternative, Mr. Johnson said he would have sent letters to stations with 10 or more employees falling within the following categories: 1) those with 10 or

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more employes whose black employment is less than the percentage of blacks in the community; 2) those with a lower proportion of blacks in high-paying jobs than the proportion of all employes in such positions (in other words, if a station's staff is 10% black, 10% of these occupying high-paying positions should be black); 3) those with no blacks on the staff; 4) those where the proportion of women in high-paying jobs are less than half the percentage of all employes in those job categories; 5) those with no women employes, and 6) those in which the percentage of women employes has declined below the percentage of women in the work force of the city of license.

KTTV fights disclosure of financial reports

It resists Torbet ruling that challengers' lawyer may see 'confidential' forms

A ruling that counsel for four citizen groups challenging the license renewal of KTTV(TV) Los Angeles may inspect that station's confidential financial reports was disputed at the FCC last week by Metromedia Inc., the KTTV licensee.

Metromedia asserted that a July 24 action under delegated authority by FCC Executive Director John Torbet should be reversed by the full commission because it is in conflict with commission policy. Mr. Torbet granted a request by

Albert H. Kramer, attorney for the KTTV petitioners, for access to the station's 1969, 1970 and 1971 financial reports. Mr. Torbet ruled that Mr. Kramer made a "persuasive showing" that information contained in the forms is pertinent to the KTTV renewal proceeding.

The petitioners, who challenged KTTV's renewal application in November 1971 (BROADCASTING, Nov. 22, 1971), allege that Metromedia siphoned off the station's revenues without an equitable redistribution of profits to focal programming.

In requesting access to the KTTV financial reports (form 324) on file at the commission, Mr. Kramer argued that Metromedia itself had put the station's financial position at issue in a brief it filed in opposition to the petition to deny (BROADCASTING, June 12). Metromedia stated that KTTV's share of total revenues in the Los Angeles market was minimal in comparison with the three network owned and operated stations there.

Mr. Torbet agreed. "Even though the degree of profit reinvestment in community oriented programming is not ordinarily in issue in evaluating a renewal applicant's past performance," Mr. Torbet ruled, "the licensee's assertions have made the form 324 information relevant and material to the review of the renewal application."

In its opposition last week, Metromedia asserted that a "conflict of standards" exists between Mr. Torbet's ruling and commission policy in the area of financial disclosures. It noted that Mr. Tor-

bet relied on a standard of "persuasive showing" in permitting disclosure while the commission's rules specify that a "compelling showing" must be made.

Unless the commission overturns Mr. Torbet's ruling, the firm argued, it will be inviting "the adoption of a new standard without the comprehensive examination of a rulemaking proceeding."

Eastminster stations to be put to FCC test

WOTW-AM-FM renewal applications ordered into commission hearing

The FCC has ordered that the license-renewal applications of Eastminster Broadcasting Corp.'s WOTW-AM-FM Nashua, N.H., be designated for hearing on nine issues, including allegations of fraudulent billing and logging practices and a question of whether licensee officials used the stations for personal gain.

The commission said that its investigations into the stations' operation have produced information raising "serious questions as to whether the applicant possesses the qualifications to be or to remain licensee of the stations."

Among the issues to be resolved in the proceeding, the commission said, is a question whether the WOTW management used the stations' facilities to achieve a competitive advantage in any matter other than the operation of the stations. Eastminster is also accused of filing inaccurate financial and ownership reports and network affiliation contracts, and of possibly promoting an unauthorized transfer of control of WOTW-AM-FM.

The commission delegated authority to the hearing examiner to be assigned to the case to issue a fine of up to \$10,000 if it is determined that license denial would not be an appropriate sanction.

Changing Hands

Announced

The following sale of a broadcast station was reported last week, subject to FCC approval:

▪ KRIB(AM) Mason City, Iowa: Sold by Mason City Broadcasting Corp. to C. Kenneth Kjelseh, Merle D. Oakes and Cy B. Chesterman for \$300,000. The station is being sold following the July 4 death of Bryce Ekberg, Mason City Broadcasting's principal stockholder. Messrs. Kjelseh and Oakes are employes of KTIV(TV) Sioux City, Iowa. Mr. Chesterman is head of Chesterman Bottling Co., Sioux City, holder of regional franchises for Coca-Cola and Seven-Up. KRIB operates on 1490 khz with 1 kw day and 250 w night. Broker: Blackburn & Co.

Approved

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 55).

▪ WXIX-TV Cincinnati: Sold by U.S. Communications Corp. to Metromedia Inc. for \$3 million (see page 37).



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72-35

▪ **WATV(AM)** Birmingham, Ala.: Sold by Martha C. Seymour and others to Crescendo Broadcasting Co. for \$250,000. Principals of Crescendo are William N. Garrison, Lee Goodman Jr., C. A. Overcash, Lloyd Weaver and D. Wayne Tidwell. Mr. Garrison is a Fort Worth attorney. He has interests in several other businesses, in that city, some in association with Messrs. Overcash and Weaver. Messrs. Weaver and Tidwell are partners in a Fort Worth accounting firm. WATV is a daytimer on 900 khz with 1 kw.

▪ **WOPJ(AM)** Bristol, Tenn.: Sold by Tri-Cities Broadcasting Co. to Thomas Ray Tabor Sr. for \$142,000. E. O. Roden is president of Tri-Cities. Mr. Tabor is manager of **WVIX(AM)** Pensacola, Fla. He formerly held a 33⅓% interest in that station. WOPJ operates on 1490 khz with 1 kw day and 250 w night.

Metromedia gets its Cincinnati U

FCC says purchaser promises best hope of breathing life into faltering independent

The FCC last week authorized the \$3-million purchase by Metromedia Inc. of **WXIX-TV** Cincinnati (Newport, Ky.). The channel-19 facility, which will be purchased from U.S. Communications Corp., a subsidiary of the AVC Corp., will be Metromedia's first UHF station.

Commission approval of the **WXIX-TV** sale, which has been pending since October 1971, came less than two months after the agency cleared Metromedia's purchase of **WTCN-TV** Minneapolis-St. Paul from Chris-Craft Industries for \$18 million (**BROADCASTING**, June 26).

As it did in the **WTCN-TV** case, the commission applied its top-50 market policy, which states that interests already owning three television stations (or two VHF's) in the 50 largest markets must make a "compelling showing" that their acquisition of another TV property in those markets would be in the public interest.

The FCC regarded the **WXIX-TV** sale as a salvage. The station had sustained substantial losses. U.S. Communications had stated it could not continue to operate **WXIX-TV** in a market dominated by three network-affiliated VHF stations, **Wews(TV)** (ch. 5, ABC), **WJW-TV** (ch. 8, CBS) and **WKYC-TV** (ch. 3, NBC), and containing two other independent U's. Another independent UHF is under construction.

"Metromedia, with its long experience in successful independent television operation," the commission said, "would appear to offer the best, if not the only, present means of establishing this UHF station as a viable independent programming source in the Cincinnati market."

In addition to **WTCN-TV**, Metromedia owns **WNEW-TV** New York, **KTTV(TV)** Los Angeles, **WTTG(TV)** Washington and **KMBC-TV** Kansas City, Mo. All of these are VHF outlets in the top-50 markets. The firm also owns **KLAC(AM)** Los Angeles, **KNEW(AM)** Oakland, Calif., **WCBM(AM)** Baltimore, **WHK(AM)** Cleveland,

WIP(AM) Philadelphia, and **WNEW(AM)** New York, as well as FM's **KMET** Los Angeles, **KSAN** San Francisco, **WASH** Washington, **WMMR** Philadelphia and **WMMS** Cleveland. It is selling the Cleveland radio properties to Malrite Broadcasting of Ohio for \$1.5 million.

John H. Kluge is chief executive officer and largest stockholder of Metromedia, a publicly owned corporation.

What's left of WHDH settles with Clancy

Executive who led losing fight to retain Boston's channel 5 now loses his job with company

Harold E. Clancy, who as president of the Boston Herald Traveler Corp. fought but finally lost a years-long battle to keep the company's **WHDH-TV** from losing its channel-5 license to a competing applicant, has resigned and left the company.

George E. Akerson, chairman and former president (1963-68), who was the nominee advanced by a dissident group of stockholders to replace Mr. Clancy in a proxy fight last spring (**BROADCASTING**, June 5, 12), added the duties of president and chief executive officer on Aug. 2. Mr. Clancy's resignation was effective Aug. 1.

Stockholders of the company, now **WHDH Corp.**, were notified of the changes by Mr. Akerson in a communication that also said Mr. Clancy's colleagues on the board greeted his resignation with a reso-

lution thanking him for his years of service. As part of a settlement, Mr. Akerson said, the company exchanged a \$100,000 demand note of Mr. Clancy for a \$100,000 principal amount note calling for payment in 10 annual installments without interest; agreed to pay him that amount—\$100,000 in 10 annual installments—in settlement of his \$90,000-a-year employment contract; agreed to pay him accrued vacation pay of \$7,500 on Aug. 1 this year; agreed to pay him \$7,500 a month for 22 months, with a final monthly payment of \$3,147, in settlement of claims for \$180,000 in severance pay under his contract.

Mr. Akerson, the notification said, will serve as full-time chairman, president and chief executive officer at his current salary of \$90,000 a year until Aug. 1, 1973, when he will switch to a part-time basis at \$45,000 a year until Oct. 16, 1974.

WHDH-TV's license for channel 5 went to **WCVB-TV** Boston last March at FCC order. Subsequently the *Boston Herald-Traveler* newspapers, which had been surviving on **WHDH-TV**'s profits, were sold to the Hearst Corp. for \$8,640,000 cash, and the company name was changed to **WHDH Corp.**, reflecting its continued ownership and operation of **WHDH-AM-FM**.

Mr. Akerson's report said \$4 million had been paid in severance obligations and less than \$1 million more in such payments would be needed. He said the fair value of stock of **WHDH Inc.**, the radio subsidiary, had been estimated, for

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purposes of the Investment Company Act of 1940, at "not less than \$12 million." Current working capital was estimated more than \$10 million.

The board, he said, is "continuing to explore what steps should be taken with respect to the remaining assets and business of the corporation, consisting primarily of the operation of [WHDH-AM-FM] and the investment of cash generated from the sale of its newspapers and TV-related assets." He said the corporation "will shortly operate at a modest profit which it is hoped will improve in the future as termination payments are completed and overhead and expenses are reduced."

Jack Anderson strikes again

This time he uses agencyman's memo that says Nixon wants to ax regulators who do not think the White House way

Columnist Jack Anderson came up with another "confidential" memorandum in his column last week, this one of more than passing interest to those in the communications business. But those mentioned sought immediately to knock down the story.

The thrust of the memorandum, according to the column, was that President Nixon was looking for federal regulators who would take a kinder approach to the industries they regulate than some now in office.

And FCC Chairman Dean Burch, Commissioner Nicholas Johnson, and Federal Trade Commission Chairman Miles Kirkpatrick, were specifically referred to in the column as regulators the President wanted to replace with individuals "more on the White House wavelength."

The memorandum had been written by Alan Katzenstein, of the Needham, Harper & Steers advertising agency, and was said to have been based on a number of conversations in Washington. But the only name mentioned in the memorandum or the column as the source of Mr. Katzenstein's information was Brian Lamb, public information officer of the White House Office of Telecommunications Policy.

And, after the column appeared on Wednesday, Mr. Lamb said it distorted a memorandum that itself was seriously misleading. Mr. Katzenstein, who felt the whole incident was "unfortunate," offered no defense of the memorandum's accuracy.

Mr. Lamb said that Mr. Katzenstein dropped in on him in his office, on July 27, and that they chatted for some 30 minutes about regulators and regulatory agencies. But he said Mr. Katzenstein "got nothing from me in the way of inside information because I don't have any."

Mr. Lamb also said there was no basis for the column's assertion that the President wants to replace specific individuals. He said that "flat statement" is not in the

memorandum. He obtained a copy from Mr. Katzenstein after he learned Mr. Anderson was doing a column on it.

The column said that Commissioner Richard E. Wiley is described in the memorandum as "clearly a favorite of the administration" and that he is being "considered for the next opening of the chairmanship."

Mr. Lamb said it is well known that Mr. Wiley has been well regarded at the White House since his appointment as FCC general counsel two years ago. But he said, "Nobody in the administration has expressed any dissatisfaction with Burch, or raised the idea he should be replaced. He has an A-plus rating." The chairman's term has four years to run.

Mr. Katzenstein said the memorandum was based on conversations he had with government officials, academics, lawyers (including at least one public-interest lawyer, Tracy Westen of Stern Community Law firm), and network and broadcast-company officials. The purpose, he said, was to "get the feel of what's going on in Washington, in terms of business and advertising, so that we can plan for ourselves and our clients."

The memorandum was written for his "personal use." But he said Mr. Anderson told him that someone in his—Mr. Katzenstein's—office thought Mr. Anderson might be interested in it also, and sent it to him.

As Mr. Katzenstein described it, the memorandum would be of questionable value to anyone, including its author. He said he wrote it a day after his talk with Mr. Lamb, during which he took no notes.

Crossownership inaction disturbs H. Rex Lee

FCC commissioner makes his point in dissent to waiver given Stauffer

FCC Commissioner H. Rex Lee has called for immediate commission action on the question of crossownership between co-located TV stations and cable-television systems.

Referring to a number of pending petitions for reconsideration of the FCC's rule barring same-market television-CATV crossownership, Mr. Lee claimed that commission inaction on crossownership questions has left broadcasters and cable operators in "a state of limbo—a problem that is compounded by a provision of the crossownership rule requiring divestiture of one of the two conflicting interests by Aug. 10, 1973.

Mr. Lee made his statement in a dissenting opinion to the commission action on a request by Stauffer Publications Inc., (KGNC-TV Amarillo, Tex.) for waiver of the crossownership rule. Stauffer was granted a waiver to enable it to exercise its option to purchase an additional interest in Total TV of Amarillo, operator of a cable system in that city. The system is equally owned by Stauffer, Cablecom-General Inc. (which manages the operation) and Amarillo's two other TV stations, KFDA-TV and KVII-TV. Stauffer

asked for the waiver when the other two stations expressed an intention to sell their interests in Total TV, arguing that its investment in the cable system would be jeopardized if it is prohibited from exercising its option to purchase 50% of the other stations' interest (under the joint-venture agreement, Stauffer and Cablecom have first refusal to purchase a half interest in the other stations' stock in system). The commission agreed that a waiver would be appropriate, noting that Stauffer would merely be increasing its ownership in the system from 25% to 50%, and that it would have to divest this interest (or its holding in KGNC-TV) by the August 1973 deadline.

Commissioner Lee, in his dissent, contended that the waiver grant is "further aggravation of a situation which runs counter to the thrust of our diversification policies." He said the case "vividly illustrates" the need for action on the crossownership question.

Commissioner Lee is known to favor exempting noncommercial TV stations from the crossownership rules. The commission is expected to give attention to the entire question when it resumes full-strength operations next month ("Closed Circuit," July 31).

Soviets want UN as satellite forum

Gromyko proposes agreement regulating international TV and authorizing jamming

A move by the Soviet Union to get an agreement on international satellite TV broadcasting at the next session of the United Nations General Assembly was reported at the UN last week.

Officials said the 16-page proposal, submitted by Soviet Foreign Minister Andrei Gromyko to UN Secretary-General Kurt Waldheim on Tuesday (Aug. 8), had not been fully and officially translated late last week.

But unofficial reports circulating at the UN said Mr. Gromyko proposed an international agreement that would regulate international satellite TV broadcasting and specifically would, among other things, permit direct broadcasts to foreign countries only for peaceful and similar purposes and then only with the express consent of the countries involved, and would authorize any country to jam unwanted broadcasts. Countries would be authorized to "use any means against unlawful direct broadcasts, not only within their territories, but also in space and other places beyond the bounds of national jurisdiction," according to reports of the Soviet proposal.

Mr. Gromyko asked the secretary general to put the subject on the proposed agenda for the General Assembly session scheduled to start Sept. 19. Diplomatic sources appeared mystified by the Russian move, especially since, they noted, a separate set of principles on satellite broadcasting is scheduled for consideration at the general meeting of UNESCO in Paris a month later.

Some sources felt the Russians wished

to pre-empt the subject for the General Assembly and preclude consideration by UNESCO, though the sources were unclear as to what the motive might be. Others speculated that the whole question of satellites, not only for TV broadcasting but also for such activities as intelligence-gathering, could provide a touchy issue for the General Assembly.

Black broadcasters gather in Philadelphia

FCC Commissioner Ben Hooks, Jesse Jackson and a possible George McGovern top speaker list at four-day NATRA convention

The 500 registrants expected at the 17th annual National Association of Television and Radio Announcers convention this week will be treated to a line-up of some of the most important blacks in broadcasting and politics, and—perhaps—at least one noteworthy nonblack, Senator George McGovern (D-S.D.).

The four-day convention of black broadcast announcers begins Thursday (Aug. 17) at the Marriott hotel in Philadelphia.

Judge Benjamin Hooks, the newly appointed FCC commissioner, will speak at a dinner Thursday evening which is sponsored by Stax Records. The Friday luncheon features a welcoming speech by Pennsylvania Governor Milton Shapp and a keynote address by C. Delores Tucker, secretary of state of Pennsylvania. A spokesman for NATRA indicated that the organization had gotten a "verbal commitment" from Senator McGovern's staff that the Democratic presidential nominee would appear at the Friday luncheon with Governor Shapp and Mrs. Tucker.

The Rev. Jesse Jackson will speak at a luncheon on Saturday sponsored by Columbia Records. And a reception at 5 p.m. sponsored by Motown Records will feature the Temptations and the Supremes. Entertainment for the awards dinner Saturday night will be provided by Aretha Franklin, plus an appearance by Isaac Hayes.

WNBC-TV New York newsman Carl Stokes will speak at a luncheon on Sunday honoring NATRA President Curtis Shaw.

Harold J. Gibbons, a vice president of the Teamsters Union, will speak to a closed meeting of the membership of NATRA on Saturday afternoon.

Heftel talks with RKO about its Boston FM

Negotiations reportedly are in progress between RKO General Inc. and Hawaii broadcaster Cecil Heftel for the latter's purchase of RKO's WROR(FM) Boston. Mr. Heftel is expected to pay about \$2 million for the RKO facility, although RKO sources would not confirm this figure.

Mr. Heftel, who is president and part

owner of KGMB-AM-FM-TV Honolulu and KPUA-AM-TV Hilo, both Hawaii, has also contracted to buy NBC's Pittsburgh radio properties, WJAS-AM-FM, for \$1.8 million. That sale is subject to FCC approval, as would be the WROR transaction.

The WROR sale would conform to RKO's announced intention to break up its AM-FM-TV combinations. In Boston, the firm also owns WRKO(AM) as well as WNAC-TV.

RKO has already agreed to purchase WCAR-FM Detroit from H. Y. Levinson for \$625,000, and WAXY(FM) Fort Lauderdale, Fla., from Broward County Broadcasting Co. for \$500,000. Other transactions reportedly in various stages of negotiations are the proposed purchase of WKFM(FM) Chicago from Frank Kovas Jr. and the sale of RKO's WHBQ-FM Memphis to Southern Broadcasting Co. ("Closed Circuit," June 19). The firm's KFMS-FM San Francisco is also seen as likely candidate for divestiture.

Congress okays funding for RFE, Radio Liberty

\$38.5-million authorization called stop-gap bill pending further study

The House last week passed legislation authorizing \$38.5 million for Radio Free Europe and Radio Liberty through fiscal 1973.

The measure (S. 3645), approved 375 to 7 by the House last Monday (Aug. 7), is the same bill that the Senate passed in June (BROADCASTING, June 26). Appropriations for the outlets have cleared both houses subject to passage of the authorization legislation, which now goes to President Nixon.

House Foreign Affairs Committee Chairman Thomas E. Morgan (D-Pa.) pointed out in remarks on the floor that the RFE-Radio Liberty authorization bill "is a stop-gap measure requested by the executive branch." He said it would allow the stations to operate "while certain studies relating to their future funding are completed and analyzed by the Congress. These studies include one by a special presidential study commission and others by the General Accounting Office and the Library of Congress."

The yiddisher curtain. A new broadcast cold war has broken out between Israel and the Soviet Union, the Associated Press reported last week. Responding to Soviet jamming by "hundreds of transmitters," the Israeli ministry of communications has approved \$500,000 for transmitting installations capable of penetrating the electronic barrier.

Blacks' resolution tabled

A resolution calling for the National Urban League to support challenges brought by blacks against public-TV stations around the country was tabled at the league's convention in St. Louis, a New

York official of the national organization reported last week.

The resolution had been submitted by the St. Louis chapter of Friends of *Black Journal*, a public-affairs program on the Public Broadcasting Service. In addition to a broad attack on "racism" on public TV, the resolution charged specifically that KETC-TV St. Louis, a public station, "has blatantly committed racist affronts repeatedly against the black community."

Census documents pervasiveness of TV

1970 head count shows penetration now approaches saturation

More homes in the United States in 1970 had TV sets than had telephones or bathrooms.

This is the conclusion drawn from a Census Bureau report last week that showed that 95.5% of the 67.7 million housing units in existence two years ago when the decennial census was taken had a TV set, with 66.8% having one set and 28.7% having two or more sets. No question was asked about color-TV set ownership. The Census Bureau report also showed that 51.7% of the TV sets were equipped to receive UHF broadcasts.

And, the Census Bureau reported, 56.1% of these homes had battery-operated radio sets.

The report shows that 87.0% of all occupied homes had a telephone, and that 90.0% of all-year homes had plumbing facilities.

The figures were based on questions asked of every twentieth housing unit during the 1970 census. TV set ownership in 1960 was 87.4% and in 1950, 12.0%, according to the Census Bureau. Radio ownership for those two census years was 91.5% and 95.7%, respectively. There were no questions then on the other details of TV or radio set ownership.

Media Briefs

Instant analysis. Applied Urbanetics Inc., Washington, is offering to broadcasters a computer-graphics system designed to provide accurate analyses of the equal-employment affirmative action plans now required by the FCC. Comparing each client's equal-employment proposal with national census statistics, the firm's computer turns out a graphic critique showing, among other things, whether the proposal calls for the hiring of a sufficient number of people in a particular social group and, if not, what should be done to improve the plan. *Applied Urbanetics Inc., 1101 17th Street N.W., Washington, 20036. (202) 223-3284.*

Nominees for Service. Entry forms for fourth national Abe Lincoln Awards, given to distinguished broadcasters by Southern Baptist Radio and Television Commission are available. Deadline for entries is Oct. 1. *P.O. Box 12157 Fort Worth 76116, (817) 737-4011.*

Access rule hurts majors in Hollywood, FCC analyst tells Burch

Loss of \$50 million in production is cost of cutback of network time, according to staff report that may cause new look at rule

FCC Chairman Dean Burch is in possession of a report that tends to confirm both the predictions that were made by major Hollywood producers in their opposition to the prime-time-access rule and the testimony of the television tube in early prime time.

The report indicates that the rule is hurting the producers—as they had said it would—costing them some \$50 million annually in lost network program production.

But the rule is also said to be aiding small producers here and British companies that are able to supply relatively low-cost programs for the 7:30-8 p.m. void that the rule has left in station programing.

The report, which deals with the rule's impact on the Hollywood production centers, is the work of Dr. Alan Pearce, a consultant to the commission, and is one in a series that he is doing and that will figure in the commission's future consideration of the rule. The report, delivered to Chairman Burch last week, is expected to be distributed to the other commissioners soon.

Chairman Burch, who was in the minority when the rule was adopted in May 1970 and who has been critical of it ever since, last month told Representative Barry Goldwater Jr. (R-Calif.) that the commission will issue an inquiry this fall into whether the rule should be modified, repealed or left intact (BROADCASTING, July 31). Mr. Goldwater, whose constituency includes the major film producers, has urged abolition of the rule.

The rule prohibits stations in the top-50 markets from taking more than three hours of network programing in prime time each night. It was designed to stimulate the program-syndication industry and to promote diversity of programing. But Chairman Burch does not think it has achieved that purpose; he says it has been "counterproductive."

Dr. Pearce's report, based in part on two weeks of talks with Hollywood producers in June, is said to picture an industry in distress. With part of the network market closed off as a result of the rule, major producers whose field is big-budget programing, find stations turning to companies like Goodson-Todman,

Chuck Barris and Winters-Rosen for game shows and other low-cost product to fill the 7:30-8 p.m. spot. Another source is companies like Associated Television and London Weekend in Great Britain, which are said to recover the costs of their productions from television exhibition at home, enabling them to sell in this country at relatively inexpensive rates.

This experience is said to have disappointed some members of the commission who had hoped the rule would lead to the production of syndicated programing that would rival network quality.

It's not yet clear, however, that Chairman Burch would have the votes to scrap the rule—at least in time for the networks to plan on three and a half or four hours of prime-time programing in the 1973-74 season, as he would like. Commissioners Charlotte Reid and Richard E. Wiley, who were not on the commission when the rule was adopted, would probably support the chairman.

But Commissioners Nicholas Johnson and H. Rex Lee, who voted for the rule, would be expected to vote to retain it. So would Commissioner Robert E. Lee, another original supporter of the measure—at least for the full 1972-73 season. Robert Lee says the rule should be tested when off-network programing cannot be used to fill the half-hour slot denied the networks. Stations were permitted to use such programing last year.

Thus, the swing vote on repeal apparently would be held by Commissioner Benjamin L. Hooks, the newest member of the commission.

Another factor to be considered in weighing the chances of repeal is the position of individual stations. Owners of independents, meeting in St. Louis last week to organize a new association of nonaffiliated stations—INTV—expressed support for the rule (see story, page 31). They feel it has helped them to boost their ratings in the time periods when affiliates are denied network programing—and a study concluded by Dr. Pearce late last year would confirm that feeling; it shows audiences moving from affiliates to independents at 7:30-8 p.m.

There is even some question as to what affiliates would consider to be in their best interest. Dr. Pearce has a "gut feeling" that, even if affiliates are losing audience to independents, they are recording larger profits under the rule than they would otherwise—that they earn more in their own sale of advertising time in the freed half hour than they would from network compensation. He intends to test that hypothesis in a future study that will include an examination of the pluses and minuses the rule represents for affiliates, independents and producers.

Whatever the ultimate vote in the rule itself, Chairman Burch is assured of sufficient votes to initiate an inquiry or rulemaking proceeding. Commissioner Robert E. Lee would like the commission to invite comments on his so-called 21-hour proposal which would permit stations to take as much network programing as they wish each night, as long as

their weekly total of prime-time network programing did not exceed 21 hours.

The commission staff will include such an alternative in the draft of the inquiry or rulemaking. The draft would also seek comment on two matters that have proved especially troublesome to the commission in passing on requests for waiver of the rule.

One is MCA's proposal that stations be permitted to broadcast any off-network series that contains a substantial number of new episodes. FCC staffers concede the commission's efforts to deal with waiver requests concerning such series has taken the agency close to, if not over, the edge of content review.

The other issue involves sports programing. The commission regularly is requested to waive the rule to permit stations to carry a sports event to conclusion without giving up any portion of their entertainment schedules.

(The commission last week waived the rule to permit NBC and CBS affiliates to carry five sports events to completion between Aug. 19 and Sept. 10, and to permit ABC's affiliate, KTVK(TV) Phoenix, to broadcast to completion an ABC-broadcast football game on Aug. 27.)

It is understood that the document the FCC staff is drafting to initiate the new look at the prime-time-access rule will not propose repeal. However, Chairman Burch or any other member of the commission could seek to have such a proposal included.

One commission source noted last week that the commission, in taking another look at the rule, will be asked to consider whether, in adopting it, the agency intended to divert viewers from affiliates to independents or to "hurt" Hollywood.

How affiliates lost access audiences

Independent stations have gained audience at the expense of network affiliates in the periods vacated by network programing under the FCC's prime-time-access rule. That was the finding presented last week to the new association of independent television stations, INTV (see page 31), by James A. Landon of Cox Broadcasting Corp. Mr. Landon based his conclusions on American Research Bureau's February-March reports in the top-25 markets.

In the Monday-Friday, 7:30-8 p.m., period independents with one exception showed audience gains in 1972 over 1971 and affiliates, again with one exception, showed losses, Mr. Landon said. The week does not include Tuesdays; networks still provide service in that half hour on that day.

Examples: In New York in 1971 the independents collectively had a 15 rating and a 28 share of audience. In 1972 the figures rose to 25 and 46. Affiliates declined in ratings and shares from 39 and 73 in 1971 to 28 and 52 this year.

In St. Louis the independent ratings and shares rose from 7 and 12 in 1971 to 16 and 27 in 1972. Affiliate figures de-

clined from 54 and 90 in 1971 to 46 and 76 this year.

In Seattle independents went from 6 and 10 to 10 and 16; affiliates from 57 and 92 to 50 and 84.

In all three markets total homes using television remained almost constant.

Any rhyme or reason in prime-time waivers?

Three station groups say FCC acts erratically on requests for exceptions to access rule

The FCC last week was accused of inconsistency and arbitrariness in acting on various requests for waivers of the prime-time-access rule.

In three separate pleadings, Westinghouse Broadcasting Co., Storer Broadcasting Co. and Scripps-Howard Broadcasting Co. claimed that in several recent cases in which the access rule was at issue the commission either granted or denied waivers without regard for precedent set in other rulings, or for the principles of the prime-time rule itself.

The prime-time rule bars network affiliates in the top-50 markets from showing more than three hours of network fare in prime time per evening. It also prohibits stations from showing off-network programs or feature films previously seen on a network in time periods cleared for nonnetwork shows.

Several commission rulings were mentioned in the pleadings last week, including the grant of a waiver to Time-Life Films Inc. for its *Six Wives of Henry VIII*, a six-episode series; the denial of a similar request by Storer regarding its proposed prime-time showing of 25 *National Geographic Specials*; the grant to the Mutual Insurance Co. of Omaha of a waiver for the prime-time distribution of its off-network *Wild Kingdom*; the denial of Campbell Soup Co.'s waiver request for its off-network *Lassie* series; and a denial of a waiver sought by ABC to broadcast three-and-a-half hours of summer Olympics coverage each evening for a two-week period.

The principal argument advanced in each of last week's pleadings was that the commission has arbitrarily provided waivers in some of these cases while it has denied the same relief for others in the same group, although the programs concerned were relatively the same in nature.

For example, it was argued, the commission granted the *Wild Kingdom* waiver essentially because Mutual had promised to provide new episodes at least 20% of the time next season. However, it denied the same relief for *Lassie* despite the fact that Campbell had made an identical promise. And, the pleadings noted, the commission's principal justification for granting a waiver for *Wild Kingdom* but denying the same for *Lassie* was that the former program was a "factual presentation" while the latter was merely "fictionalized entertainment." While the pleadings questioned the wisdom of this distinction, it was emphasized that if a



Skating through Dixie on WSB-TV. When the new Atlanta Flames come to Atlanta next fall, they will have a three-year television rights contract with WSB-TV in that city. Twenty away games, including the season opener Oct. 7 with the New York Islanders, the other expansion club in the National Hockey League, are on the 1972-73 schedule. At the signing (l-r) Don Elliot Heald, vice president and general manager of WSB-TV; Cliff Fletcher, Flames general manager; Jiggs McDonald, formerly voice of the Los Angeles Kings who will do the WSB-TV play-by-play, and Bill Putnam, president of the Flames.

"factual" criterion was employed in the *Wild Kingdom* case, the same principle should have been used in the *National Geographic* ruling, since that programing also involved the nonfictional depiction of natural events.

What's more, it was contended, if the commission saw fit to grant a waiver for *Six Wives* purely on the ground that that six-part series would not cause a substantial incursion by off-network programing into prime time, it should have done the same for ABC's Olympic coverage. The ABC proposal, it was noted, would have involved prime-time presentations over a period of only two weeks.

Although Group W utilized essentially the same argument in its pleading as Storer and Scripps-Howard had used in theirs, its intent was the opposite of the others. Group W sought a reconsideration of the *Henry VIII* waiver grant, claiming that decision was in conflict with other cases, which in turn were in conflict with the objective of the prime-time rule—to open up prime time to nonnetwork programing. Out of all the cases cited in its pleading, Group W said it could see justification in granting only the ABC Olympic request—which the commission denied.

On the other hand, Storer and Scripps-Howard sought a reversal of the *National Geographic* waiver denial.

Storer claimed that the commission's ruling in this case was arbitrary in light of its position on *Wild Kingdom*. Scripps-Howard, arguing on behalf of its WCPO-TV Cincinnati (which has contracted to broadcast 24 of the *National Geographic* programs), added that there is only a "negligible difference" between the amount of prime time that would be taken

up by *Henry VIII* and that needed for *National Geographic*. Time-Life, it noted, was given a blanket waiver for *Henry VIII* (allowing presentation of the series on all stations that have obtained clearance) while the *National Geographic* proposal would have involved only the Storer stations. WCPO-TV has requested a waiver for its own presentation of *National Geographic*, a request not yet acted on by the commission.

Summer stock at the networks: ever in search of tomorrow's hit

There's some question about the economics (NBC says they're negative, CBS says they're positive), but no doubt that this season's busier than most

The theory at the ABC, CBS and NBC television networks is that the summer months are a good shakedown period to gauge audience enthusiasm for a promising personality—and that when it comes time to select a January replacement for a foundering fall series, a bright summer performer should head the list of shows under consideration.

The theory seldom works out in practice. NBC, for example, has never chosen a summer-tryout show as a January replacement, and the only recent ABC example of a performer who translated summer acceptance into a berth on the second-season prime-time schedule is



ABC's *The Corner Bar*



CBS's Melba Moore-Clifton Davis



NBC's Bobby Darin



CBS's David Steinberg



CBS's Jerry Reed



ABC's *The Super*



CBS's John Byner



ABC's Ken Berry

Johnny Cash. And at CBS, for every Glen Campbell and *Hee-Haw* and Sonny and Cher (shows that squeezed their way into the second-season line-up on the strength of successful summer runs) there are just as many summer experiments that missed the mark (like last year's *The Newcomers*, which, to quote CBS-TV President Robert D. Wood in a recent public appearance, "stunk"). Nonetheless, this year's eight new summer shows are again being touted as distinct January possibilities.

CBS has replaced Glen Campbell reruns on Tuesday night with five editions of a Jerry Reed variety hour (which began June 20 and ended July 25) and five John Byner hours (the first of which aired Aug. 1). And Carol Burnett reruns on CBS's Wednesday night schedule have given way to five weeks of a Melba Moore - Clifton Davis musical-comedy hour (which ran from June 7 through July 5) and five David Steinberg hours (which kicked off on July 19).

One of the possibilities Fred Silverman, CBS's programing vice president, is mulling over is the debut next January (or maybe the following fall) of a variety series that would rotate three or four personalities as hosts on alternate weeks, and he considers all of this summer's new performers on CBS as prime candidates for the projected series. "We're looking at the quality of the show as well as the rating numbers," says Mr. Silverman. "Even with reduced summer budgets you can get a pretty good idea of a performer's potential in handling a possible major-budgeted show. And if you went strictly by the ratings you could have made a good case for not bringing back Sonny and Cher in January because after a strong summer debut their first week, they showed quite a bit of slippage in the ratings. But it was a good show, and we had faith in it."

In the past, when the networks talked about giving summer exposure to promising new talent, they were referring almost exclusively to the loose, frothy musical-comedy format, which is much cheaper than going out and filming situation comedies or dramas or adventure series. But this summer ABC is trying out two new half-hour situation comedies—*The Super* and *The Corner Bar*—back-to-back on Wednesday nights. "We're treating these shows as though they were kicking off our September season—which means no summer-time shoestring but full winter budgets," says Edwin T. Vane, vice president and national program director of ABC Entertainment. The most recent Nielsen nationals give *Super* a 28 share and *Corner Bar* a 26. "We're reasonably pleased by these numbers," says Mr. Vane, choosing his words carefully, "and the two shows are part of our active inventory of possible second-season replacement shows."

The reason for ABC's departure from the variety format, according to Mr. Vane, is that both shows employ characters and situations that need more than a one-shot pilot to give viewers a fair idea of what they're up to. "Particularly *The Corner Bar*," says Mr. Vane, "which

has six or seven cast members interacting with one another in very subtle comic ways. You can't get the full impact of this show with one episode—you need to give it a chance to flower and develop.”

ABC also is giving Ken Berry five Saturday nights (debut was July 15) to show his stuff. His ratings to date, according to Mr. Vane, are “mid-range, satisfactory.” The reviews, he adds, “are among the best I've ever seen for a variety show of this kind—they all comment on the verve and the pace and show's unusual look.”

NBC has elected to go with only one new show this summer, a Thursday night variety hour, hosted by Bobby Darin, which made its debut July 27, picking up where Dean Martin reruns left off. On the basis of the latest New York and Los Angeles Nielsen overnights, Lawrence White, NBC's programming vice president, is “extremely encouraged says Mr. White. “Darin is a major star, and we think he should be given a shot in prime time.” NBC is doing only the one hour because, according to Mr. White, “from our standpoint, there just wasn't that much available this year.”

Mr. White vows that in the future NBC will do a lot more summer experimenting. And Mr. Vane at ABC says: “We'd like to experiment even more than we do but the economics of the industry are such that in most time slots we're committed to running 24 original shows and 24 repeats. We just don't have that many of what I call ‘volitional’ hours of prime time to experiment with.”

But Mr. Silverman, when asked why CBS didn't just continue through the summer with Glen Campbell and Carol Burnett reruns, said, “the above-the-line talent costs for reruns of these shows have mounted to the point where it's just as cheap to put on a batch of new shows. That way you not only develop new talent and get new blood into television but you make the summer more tolerable for the viewer at home who's sick and tired of watching rerun after rerun.”

NBC programing for night owls

Network will carry youth-oriented, musical-variety special at 1 a.m.

In an experimental move that could result in opening up the post-midnight time periods to network programing, NBC-TV has scheduled a 90-minute music and comedy special that is specifically designed to appeal to young people between the ages of 18 and 25.

The title of the program, *The Midnight Special*, actually is a misnomer since it's scheduled for 1-2:30 a.m., the early morning of Saturday, Aug. 19, immediately following the Aug. 18 *The Tonight Show Starring Johnny Carson*. Although scheduled strictly as a one-time presentation, *The Midnight Special* may be considered as forerunner of a regular weekend early morning program.

The youth-oriented musical-variety spe-

cial is to be tied in with messages throughout the program urging the nation's first-time voters to register and vote in the upcoming national elections. Folksinger John Denver will be the host for the program. Featured will be some 20 performers including Mort Sahl, singers Linda Ronstadt and David Clayton-Thomas and the comedy teams of Harrison and Tyler and Patchett and Tarses.

The special was offered to NBC-TV as a package by Burt Sugarman Inc., Los Angeles, with Mr. Sugarman as executive producer and Stan Harris as producer-director. Sponsors for the 90-minute production are Seven-Up, Eastman Kodak, Clairol, Noxell and Westab division of Mead Corp.

The program will be video-taped in the NBC-TV studios in Burbank, Calif., before an audience. Production is set for Aug. 14 and 15. An NBC spokesman expressed confidence that most of the stations on the network would clear time for the special program, with the total reaching “in the vicinity of 200.”

Reaching for 'black consensus' radio format

A New York producer-personality who made that idea work at Savannah station, prepares to take it north to WLIB

Billy Taylor, an accomplished jazz musician, former musical director of the *David Frost Show*, former air personality on WNEW(AM) New York and now a professor at the Manhattan School of Music, is the common denominator between the two latest additions to the list of black-owned radio stations, wsok(AM) Savannah, Ga., and WLIB(AM) New York.

A principal in Black Communications Corp., New York, Mr. Taylor was involved in the purchase of wsok last year and the take-over of operations in January. The station has been keyed toward the large black population of Savannah (about 45% of the city is black) for many years. Under the general managership of Ben Tucker, the format was expanded to include a heavy dose of public-affairs programing as well as the inclusion of jazz, black pop music, and black classical music as well as rhythm and blues on the playlist. Although the station had enjoyed good rating success in past rating books, it had slipped last year. In a little less than three months with its new “black consensus” format, it was rated number one in quarter-hour averages in both the metro and total survey areas.

Billy Taylor is also a principal in Inner City Broadcasting Inc., a group of black businessmen that include Percy Sutton, Manhattan borough president, and Clarence Jones, editor of the *Amsterdam News*, a Harlem weekly, whose acquisition of WLIB was granted by FCC on

July 3. Billy Taylor was appointed general manager and, he says, he hopes to bring wsok's consensus format north for a try in New York.

“When I was traveling with Peggy Lee,” said Ben Tucker, a musician too, “I got my first taste of what radio and TV, mass media, were like on a local level. And I found out how poor people, both black and white, were left out. The higher echelons of society were talking right over their heads. President Johnson said he was going to declare war on poverty and then dumped all that money on poor. Then when it failed, they all said: ‘See, I knew those niggers couldn't do it.’”

“We hope to put those community programs, people with ideas and plans, on the air. We'll open them up for full scrutiny. The community will be made aware; we won't get taken again,” Mr. Tucker concluded.

With that thought in mind, Mr. Tucker has attempted to construct wsok's programing around the idea that the station will provide the community of Savannah with the information and expertise needed to progress. Its music mix is designed to serve the many segments of that community as well—consensus, something for everybody.

Mornings on wsok begin with gospel music, 5 to 7 a.m. and 10 to 11 a.m. Musical programing from 7 a.m. to 8 p.m. (excluding the gospel hour at 10 a.m.) varies the mix between jazz, R&B and popular music according to the day-part and corresponding audience. It's “heavy pop”, as Mr. Tucker calls it, in the late morning. A lighter mixture of pop and R&B follows during housewife time. And heavy doses of R&B and jazz are played in the early evening.

After 8 p.m., wsok opens its phones and mikes for talk. *Openline Outreach* is a two-way talk program on drugs and “comprehensive mental health” run by the station's news director. Later in the evening, *Black Voices* features black guests “who have done something for the system, economically, politically,” as Mr. Tucker describes them. After 11, there's jazz programing all night, a show that has met with much success, he says.

Early Sunday evenings, wsok programs what may be the only black classical-music radio show in the country. Artists such as Leontyne Price, Paul Robeson, William Warfield and Dorothy Maynard are featured. Mr. Tucker complained of the lack of black classical product for use on the program but is searching for more, he said.

The black community in any city is not a monolithic group. No one thing will please them all, just as no one type of programing will please a white audience. And because Savannah is a relatively small market, stations can operate with an eye toward pleasing everybody through block programing and variance in the music mix, Mr. Tucker believes.

Mr. Tucker, when asked the reasons for the station's new success, gave five numbered, neat answers: (1) community involvement; (2) economic motivation;

(3) wsok's training program; (4) motivating minorities to go into business for themselves; (5) bringing a cohesive understanding between blacks and whites.

Of his colleague in New York, Billy Taylor, and his station, Ben Tucker says: "WLIB is a good station in terms of the size of audience it can control. If only they can dedicate themselves to community involvement, if they commit themselves to humanity, they can wipe up in New York. Forget black, black, black; talk humanity, humanity, humanity!"

Billy Taylor, in New York, points to WLIB's evening show, *New York 1190* hosted by Hall Jackson, as the kind of music mix he is hoping to see on the air, as he "reshuffles the elements" (Mr. Taylor's words) of the format. Hal Jackson's mixing of black pop and jazz with WLIB's regular fare of R&B is the key, Mr. Taylor says.

"You can expose an audience to the jazz elements in R&B very easily," Mr. Taylor points out. "From there it's a less difficult step to expose them to purer jazz." It is this new eclecticism in black music that gave rise to the black progressive formats now flourishing on FM's in Philadelphia, WDAS-FM, and New York, WBLS-FM (formerly WLIB-FM).

As for WLIB's information commitment, he says: "The concerns of the community we represent are really the same as they are in Savannah. But they have to be handled differently. There is an articulate black community here, and as many Spanish people as there are in Puerto Rico. We hope to present all the information we can on the issues that are important to this community."

Sneak preview

United Artists Television announced last week that "UA Showcase 7," a new package of 30 major motion pictures, had been acquired by five stations in advance of being officially put into distribution today (August 14) for local TV use.

Titles in the package include "The Apartment," starring Jack Lemmon and Shirley MacLaine; "The Best Man," with Henry Fonda and Cliff Robertson; "Elmer Gantry" with Burt Lancaster,

Jean Simmons and Shirley Jones; "Lilies of the Field" with Sidney Poitier and Lilia Skala; "A Shot in the Dark" with Peter Sellers and Elke Sommer; "Topkapi" with Melina Mercouri and Peter Ustinov, and "Two for the Seesaw" with Robert Mitchum and Shirley MacLaine.

Prerelease sales of the package, UA-TV said, were made to WABC-TV New York, WGN-TV Chicago, KTLA(TV) Los Angeles, WEWS-TV Cleveland and WCKT-TV Miami.

Viacom acquires rights to package of features

TV and cable use planned; distributor to advance some funds for those still in production stage

Acquisition of television and cable-TV distribution rights to more than 80 feature films by Viacom Enterprises was announced last week by Vice President Elliott Abrams, who joined the program division of Viacom International last fall to develop acquisition and marketing plans.

He said both theatrical and made-for-TV films are included, some of them not yet seen on television and some, in fact, are still at the script level. He said Viacom was advancing funds for use in production of some of the latter in return for ultimate TV rights, but emphasized that Viacom has no plans either to become a feature-film producer or to enter theatrical distribution.

Films for which cable-TV rights are acquired will be played on Viacom's own CATV systems and, as the market develops, syndicated to other cable operators.

He said Viacom's TV and CATV rights to the 80-plus films were worldwide in most cases. An initial package of about 20 of the titles will be prepared shortly for domestic syndication, he reported.

Among titles to which rights were acquired—some of which he said will be in the initial package—were two of Otto Preminger's best-known movies, "The Man With the Golden Arm" with Frank Sinatra and Kim Novak, and "The Moon is Blue," starring William Holden. The latter was the center of controversy when first issued because it did not carry a Mo-

tion Picture Association of America code seal and was attacked by some groups for its inclusion of words such as "virgin." "Golden Arm," also released without a code seal, was the first major motion-picture production to deal with the drug problem.

Viacom said it had acquired domestic TV rights from World Film Services Ltd. to two movies being produced for ABC-TV, "Divorce His" and "Divorce Hers," both starring Elizabeth Taylor and Richard Burton.

Hal Wallis productions in the group were said to include "Last Train from Gun Hill" with Kirk Douglas and Anthony Quinn; "Roustabout," with Elvis Presley and Barbara Stanwyck; "All in a Night's Work," with Dean Martin, and "Don't Give Up The Ship," with Jerry Lewis.

Other acquisitions were said to include "Crawlspace" (with Arthur Kennedy and Teresa Wright) from Titus Productions for CBS-TV. Acquisitions may, under a separate agreement, extend to other made-for-TV features.

Additional titles among the 80 include "Evel Knievel," "Lions are Free," "I, Monster" and "Embassy," the last due for theatrical release shortly. Made-for-TV movies include Four Star International's "Deadly Hunt," made for CBS, and Hanna-Barbera's "Hard Case" and Palomar Pictures' "Getting Away From It All," both produced for ABC.

Goldwater Jr. hits federal media efforts as unfair, antiunion

California congressman issues report claiming that government does not often use professionals or pay professional wages in its TV, radio and motion-picture productions

A report prepared under the direction of Representative Barry Goldwater Jr. (R-Calif.) and sent to the White House claims that the federal government is spending over \$124 million a year to produce television, radio, motion-picture and other audio-visual material and is using "unfair labor practices" that "violate the rules . . . of every major union."

The report, which came to light two weeks ago ("Closed Circuit," July 31), also alleges that duplication of facilities and product, and a lack of standardized equipment are associated with the government's production activities.

If President Nixon does not take the report to heart and correct these deficiencies by executive order, Mr. Goldwater promised last week, he plans to introduce legislation that would.

In outlining the report's findings and recommendations at a news conference in Washington last Wednesday (Aug. 9), the congressman said the problem was brought to his attention in March 1971 by the American Federation of Television and Radio Artists, which was

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Constituent care. Representative Barry Goldwater Jr. (R-Calif.) (l) was accompanied by Screen Actors Guild President John Gavin when he announced his report on federal production of programming, films and audio-visual material.

later joined by the Screen Actors Guild in expressing its concern. Mr. Goldwater said he decided to conduct his own inquiry last November after he found that neither the Library of Congress nor the Office of Management and Budget had data on the extent of government involvement in production. The Library of Congress indicated that \$34 million was budgeted by 45 agencies last year, he said, but his own survey of 13 agencies revealed that about \$124 million was spent. And, he added, an in-depth investigation revealed that the Department of Defense alone spent over \$214 million on production last year.

The most important segment of the 66-page report, he said, is the finding that the government does not ordinarily use professional personnel or pay professional wages. The Departments of Transportation, Labor, Agriculture, Interior and Defense pay about one-sixth the union wage, he said. "This practice is inexcusable. The 50%-80% unemployment rate in the performing unions particularly underscores this fact," he said.

One of the union representatives accompanying Mr. Goldwater at the news conference was SAG President John Gavin, who estimated that "professional actors from our union could realize \$25 million in earnings" if the government contracted with private concerns for more of its production work. Not only does the government fail to help the ailing motion-picture industry, he charged, it competes with it, using "scab labor" and paying "scab wages."

Also present were Jack Dales, executive secretary of SAG, and AFTRA officials Bill Baldwin (national president), Bud Wolff (national executive secretary) and Evelyn Freyman (executive secretary, Washington chapter).

Mr. Goldwater emphasized that the situation is a "hureaucratic problem," and the blame cannot rest with any one administration.

As outlined in the report, the recommendations call for the government to (1) use more private producers in the

production of audio-visual material, (2) establish a more fair labor practice policy, (3) reappraise government audio-visual programs, (4) more thoroughly investigate the problem and (5) establish a Federal Audio Visual Board to insure that the government establishes and abides by the other recommendations.

According to the report, figures from a number of agencies indicate that the government is producing an average of 54% of its own material. The breakdown given was: Agriculture, 47%; Justice, 76%; Atomic Energy Commission, 63%; Treasury, 54%; Interior, 19%; Housing and Urban Development, 62%; Health, Education and Welfare, 57%; Air Force, 97%; Army, 40%; Navy, 20%, and Marine Corps, 62%.

Also covered in the report—although not in the in-house production data—were the U.S. Information Agency, Environmental Protection Agency, Post Office Department, Department of Transportation and National Aeronautics and Space Administration.

In regard to labor practices, the report stated that 80% of 12 agencies questioned said they obtain production personnel from within the agency, and 20% said they negotiate with professional talent but usually paid lower-than-union wages.

There was also a list of the number of key personnel in the audio-visual departments of the 45 federal agencies. The figure ranged from one at the Federal Trade Commission, and two at the FCC to 231 at the Department of the Navy and 289 at the Department of the Army.

Columbia sued over name

Trans World Communications Inc., New York, a broadcasting news organization, has filed an \$8.5-million lawsuit in New York County Court charging Columbia Pictures Industries with illegal use of the name Trans World Communications for its closed-circuit motion-picture and tele-

vision division, which services hotels and motels.

A spokesman for Columbia said the company would fight the suit, which, he said, is "totally without merit. We have no doubt the court will find in our favor." The New York State Supreme Court has denied a motion by Trans World Inc. for a temporary injunction barring Columbia's use of the name pending outcome of the suit.

Hollywood unions back fight to limit reruns

Employment loss, deterioration of programing cited in FCC filing

A coalition of Hollywood collective-bargaining agents is supporting a proposal before the FCC calling for a 75% reduction in prime-time television reruns.

The Film and Television Coordinating Committee, an umbrella organization of 17 unions, asked the commission last week to grant the petition of Hollywood film editor Bernard A. Balmuth for a rulemaking proceeding that would result in the three national networks being prohibited from broadcasting reruns during more than 25% of their evening programing. The committee also asked that networks be required to provide a voice-over at the beginning of each repeat telecast stating: "This program is a rerun."

FTCC agreed with Mr. Balmuth that

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reruns have now become "epidemic" in the television industry, resulting both in inferior programing and widespread unemployment in the film industry.

Claiming that at certain times reruns make up as much as two-thirds of the prime-time schedules, the committee stated that this situation threatens to "jeopardize the vitality and future growth of the television broadcast industry." It contended that excessive reruns are the product of a profiteering attitude on the part of the networks without regard to the public interest.

The pleading also contained an analysis of prime-time programing prepared by the Screen Actors Guild, comparing the volume of reruns and original programing in various regions of the country. The study showed that in April of this year CBS, NBC and ABC carried 227, 291 and 184 original programs, respectively, in prime time. During the same month the study contends the three networks ran 657, 591 and 697 reruns.

The unions joining in the FTCC filing were the Hollywood AFL Film Council (a coalition of 14 collective-bargaining agents), the Screen Actors Guild, the Writers Guild of America West and the Composer and Lyricists Guild.

A racial nudge on Grambling games

Syndicator of TV series, seeking more station clearances, warns of need for 'relevance'

In a forceful effort to obtain more station clearances for *Grambling College Football Highlights*, Black Associated Sports Enterprises, the Beverly Hills, Calif.-based producer and distributor of the weekly hour program of game highlights, has sent a letter to stations in some 50 markets where the program has not cleared implying racial discrimination.

The letter, signed by James C. Hunter, president of BASE, says in part: "... If you read the enclosed comments, evaluate the history and contributions of Grambling College and say, 'There is no place on my station for this program' and that 'the minority constituency of my community has no interest in Grambling,' then I have misread all the rhetoric concerning the broadcast industry as it relates to 'relevant programing' and its efforts on behalf of the disenfranchised. It then tends to make me believe that indeed and in fact the 'airwaves do not belong to the people.'" Mr. Hunter concludes his two-page letter with the hope "that I and the black masses of your community are wrong in assuming the above statement."

Beyond going to an estimated 200 stations in about 50 markets, Mr. Hunter's letter also was sent to President Nixon, the FCC, Office of Economic Opportunity, Department of Defense, Black Efforts for Soul in Television, National Association of Broadcasters, National Association of Television and Radio Announcers, National Urban League, Na-

tional Association for the Advancement of Colored People, Association of Black Producers, Black Communicators, *Ebony* Magazine, *Jet* Magazine, *Wall Street Journal*, United Church of Christ and *BROADCASTING* Magazine.

BASE, in the third year of a five-year contract with Grambling College, syndicates a package of 13 weekly programs via a barter arrangement with Oldsmobile Division of General Motors, Anheuser-Busch on behalf of Budweiser beer and Consolidated Cigar Co. as advertisers. It's expected that the program will clear some 100 markets this season, beginning Sept. 10, only a slightly larger station line-up than last season.

Justice Department casts a no vote on exclusivity

Those long-term program buys aren't essential, it feels, and may bar UHF, cable entry

Two months ago, the FCC heard from some 30 broadcasters and program suppliers on the question of whether non-network program - exclusivity contracts were of "undue length" and led to "warehousing" of program materials, and whether rules were required to deal with the situation. The verdict was virtually unanimous: Leave well enough alone (*BROADCASTING*, June 26).

Last week, the Department of Justice, after reviewing the comments, weighed in with its views, and they constitute a sharp dissent.

"The comments . . . make no persuasive showing that long-term contracts are reasonably necessary to the buyer's obtaining the value of any particular showing of program material," the department said.

Nor, it added, do they negate the possibility that the kind of exclusivity contracts now in use create "additional barriers to entry for both UHF stations and cablecasting."

Accordingly, the department urged the commission to adopt "firm rules" that would define the "outer bounds of exclusivity." And it offered for the commission's considerations rules that would limit exclusivity contracts to from one to three years' duration. The department noted that new licenses for movies now run up to eight or 10 years, while serials can be licensed for more than five years.

The commission inquiry is an outgrowth of one begun in 1968, when the question was whether geographic exclusivity should be limited to the broadcaster's city of license. In January 1971, the commission expanded the proceeding to consider the question of time length of exclusivity contracts, and last April it issued a further notice of rulemaking in the proceeding on that question. Throughout the commission's concern has been directed to the development of UHF programing and CATV program origina-

tion, particularly in the top-50 markets.

Broadcasters, including UHF licensees, and program suppliers contended that they would be adversely affected by rules limiting the length of exclusivity contracts—that there are high costs for sales and distribution, that long-term exclusivity is needed to assure a full return to copyright owners, and that station operators need such agreements to achieve a full return on their investment and to build audience.

But Justice found none of these arguments substantiated. Instead, it found that the present system—which it said appears to have developed because suppliers have no interest in protecting the long-run potential of new entry—benefits existing broadcasters by retarding entry of cable and UHF.

To deal with the situation, it suggested rules along the following lines:

- Stations should not be permitted to obtain an initial exclusive right for more than three years for the first nonnetwork showing of a new network serial or motion picture (perhaps only two years in the case of motion pictures). Subsequently, the supplier should be limited to no more than single-season exclusivity restrictions.

- An existing contract for a current or recent program—that is, one in production or still in initial syndication—would remain in force, but no new exclusive contract should be allowed if the exclusivity runs for more than five years.

- Exclusivity should be limited to one year in the case of an "existing older program"—that is, one that is beyond its first off-network run.

- Stations in markets below the top 50 should not be allowed to obtain or retain any exclusive rights beyond the periods that programing is protected against CATV importation in those markets. This varies from one to two years.

One type of programing for which Justice feels rules might not be needed is new material made especially for syndication. Justice said that, under current industry practices, such material is licensed only for a single season.

In any case, it said the commission should review the rules six to eight years after they are adopted to determine whether the time periods are reasonable "in view of the legitimate interests of the parties and the public interest."

Nonprofit actor group in Winters/Rosen project

Top stars to appear in two series of specials aimed for network TV

Winters/Rosen and Loose Actors Revolving Company (LARC) will co-produce for television. Under the arrangement, actor members of LARC (30 now and to be increased) will appear in the productions in which they will also have some ownership and voice.

LARC was formed 18 months ago in New York, initially for Broadway.

Winters/Rosen said two projects are under way. They are four 90-minute *Truth is Stranger Than Fiction* specials based on actual stories taken from newspaper files, and six one-hour specials, untitled, dealing with personal dilemmas of men in high government offices in time of crises. All productions will be aimed for network exposure.

LARC's board of directors includes Martin Balsam, Anne Bancroft, Hume Cronyn, Salem Ludwig, Maureen Stapleton and Eli Wallach. Among other stars with LARC: Dustin Hoffman, George C. Scott, Rod Steiger, Jon Voight, Julie Harris, Barbara Harris and Jessica Tandy.

LARC is incorporated as a nonprofit membership group, which uses production profits for educational purposes within the theatrical profession. David Winters and Ernest Glucksman of Winters/Rosen will be executive producers on production, and Salem Ludwig will be liaison with LARC.

Together for pay TV

Bell & Howell Co., 20th Century Fox Film Corp. and Primary Medical Communications announced they would jointly establish a new company, Primary Entertainment Corp., to offer feature movies by closed-circuit pay television to hotels, motels, hospitals and nursing homes. The new company will supply both films and equipment. Primary Entertainment Corp. was described as the first such system to provide, for billing purposes, "hard copy" permanent record of viewing patterns both for participating hotels, etc., and for motion-picture suppliers. A spokesman said it was also the first closed-circuit TV venture to combine major manufacturing capability (Bell & Howell), film distribution and marketing (Fox), and a permanent-record billing system for monitoring viewers (Primary Medical).

KATC is off the hook

Final curtain on the Louisiana TV tax case has fallen with the agreement by the state collector of revenue that he will not attempt to collect back taxes on TV station film rentals.

The move came two weeks ago and brings to an end a potential tax liability lawsuit aimed at KATC(TV) Lafayette, La.

The collector's decision to drop the threat of legal action was taken after the state legislature unanimously adopted a law exempting TV-film rentals from the state use and sale tax (BROADCASTING, July 17).

Another FCC waiver for classical combine

San Francisco AM-FM permitted to duplicate their programming

San Francisco's two full-time classical-music radio outlets have been given permission to duplicate their programming by the FCC.

The commission last week granted

KKHI-AM-FM a waiver of the rules barring simulcasting in excess of 50% by AM-FM stations in communities with populations greater than 100,000.

In so doing, the commission adhered to what is apparently a new policy of granting AM-FM outlets (or at least those with classical formats) a waiver of the nonduplication rules in cases where it is shown that the format cannot be economically supported on one station alone.

The commission noted that the situation presented in the KKHI case was virtually identical to the conditions under which waivers were granted two other combined operations, WGMS-AM-FM Washington and WQXR-AM-FM New York.

Program Briefs

It's Alive. Great River Communications, Quincy, Ill., has announced creation of new division called Alive Automation. New division will make available to all radio markets on exclusive basis, one station per market: pre-purchase consultation, system design and engineering, formatting and programming, training of automation staff and on-air promotional consultation. In addition it will furnish computer control of station logging, billing and formatting on remote lines tied to IBM systems in Quincy. Syndicated program service is segmented, and contemporary personality formats are individually recorded. *Mark Mathew or Mel Elzea (217) 223-3332.*

100 take 'Explorers.' Hughes Sports Network reports that more than 100 television stations will carry *The Explorers*, half-hour series, starting Sept. 10. Series, produced by Wolper Productions in various parts of world, will depict real-life explorers facing mental and physical hardships. Hughes said it is arranging for national sponsorship by group of advertisers.

130 market deal. ABC Films reports that second-year syndicated release of prime-time weekly series, *Let's Make a Deal*, has been sold in 130 markets for 1972-73 and projects game program will be in 160 markets by fall. ABC Films said *Deal* is "firmly established as number-one prime-access property."

White House wives. Screen Gems will produce series of eight to 10 one-hour and 90-minute daytime specials, dramatizing lives of wives of American Presidents. Two specials per year are contemplated with air dates coinciding with important anniversaries in U.S. history. First telecast set for early 1973, with programs running through 1976, Bicentennial Year.

John's former wife. Joanne Carson, ex-wife of late night talk host Johnny Carson, will conduct her own half-hour TV talk show, *Joanne Carson's V.I.P.'s*. Show is to be produced by triumvirate of Los Angeles companies—Wing-It Productions in association with Jay M. Kholos Advertising Inc. and Universal Entertainment Corp. Plans call for 130 half-hour shows, to be programed Monday through Friday for 26 weeks, beginning Sept. 4, via syndication.

MOR still on top in FM programming

It's on 21.4% of stations, according to NAFMB survey; next in line are 'beautiful music' and country-western

Middle-of-the-road music continues to dominate FM radio programming, with "beautiful music" second, and country and western third.

Reported by the National Association of FM Broadcasters, based on a sample of over 1,000 stations (out of 2,257 questioned), the MOR format was said to be the major format by 21.4%. Beautiful music was a close second, with 19.3%, and C&W third with 10.6%.

This is the second program survey by NAFMB; the first was done in August 1970. At that time, MOR also predominated, with 23.9% of the reporting stations indicating that this was their major programming category. Beautiful music format had 13.7% followers in 1970, and C&W, 10.5%.

Other indicators of the latest survey showed that MOR combined with other formats (beautiful music or contemporary) ranked fourth, with 10.3%; modified contemporary dropped from 13.7% in 1970 to only 9.7% this year.

Top 40-hard rock moved up; 5.7% reported that this was their prime program format; in 1970, only 3.3% reported this.

Other categories reported: progressive rock, 4.1%; religious, 3.7%; classical-semi-classical, 2.8%; diversified, 2.6% and jazz, ethnic or rhythm and blues, 1.7%.

NAFMB noted that much confusion surrounds the definition of formats. What was known as MOR several years ago, it commented, may, and probably is, different now. The same is true for contemporary music which to some means any music of living composers, while to others it includes only current hit songs.

Two years ago, NAFMB used the term "underground" for a type of rock; this year it changed the term to "progressive."

Ironically, it is the classical-semi-classical music stations, once virtually the sole format for FM stations, that reported the highest percentage operating in stereo (96.4%). Only 68.7% of the MOR stations broadcast stereo, the survey showed. Overall, 70.2% of the reporting stations said they operate with stereo.

Breaking In

Never a Dull Moment—Rod Stewart (Mercury) ■ Rod Stewart has two musical personae—one as the lead singer of The Faces, another as a soloist. But his imprint is heavy on both. The last Stewart solo album produced "Maggie May," a number-one hit for many weeks. It was so powerful that most programmers went to the album, *Every Picture Tells a Story*,



Rod Stewart



The O'Jays



Van Morrison

and took cuts from it. There is little reason not to believe the same thing will happen with *Never a Dull Moment*.

The album has been out for several weeks, but Mercury did not decide on a single until last Friday (Aug. 11). It will be "You Wear It Well." Stations reported programming from the new Stewart album last week leaned toward that cut as the favorite. "True Blue" is the B side.

Tracks playlisted most frequently last week were: "You Wear It Well" (similar to "Maggie May," and written by the same team of Rod Stewart and Martin Quitten-ton), on KHJ(AM) Los Angeles, WMEX(AM) Boston and WHBQ(AM) Memphis; "True Blue" on WOR-FM New York, KDAY(AM) Santa Monica and KLIF(AM) Dallas; "Twistin' the Night Away" (a Sam Cooke classic re-made into an R&B song), on WPDQ(AM) Jacksonville, Fla., and WOR-FM New York; "Lost Paraguayos" (acoustic guitar number that builds to brass cacophony; one reviewer said the Rod Stewart laugh in the middle was "worth the price of the album"), on KDAY.

Back-Stabbers—O'Jays (Philadelphia International-Epic) ■ At one time, Philadelphia was one of the more important record production centers in the country. Cameo-Parkway, Swan, Ace—all were cutting rock and roll in Philadelphia for consumption all over the country. Today, there is little left. Except—and it's a big "except"—for the team of Gamble and Huff. Kenny Gamble and Lem Huff have been a force in black popular music as a song-writing and production team. The Gamble and Huff credits begin with "Expressway to Your Heart" and extend through "Only the Strong Survive," "I'm Gonna Make You Love Me" and "Brand New Me" to their newest offering, "Back-Stabbers" by the O'Jays. A slide, groove tune with almost a Latin beat, the song warns of dangers that even best friends can offer. One programmer called the song "Smiling Faces" grown up.

Key stations now playing "Back-Stabbers" include: WFIL(AM) Philadelphia, CKLW(AM) Windsor-Detroit, WCFL(AM) Chicago, KFRC(AM) San Francisco, KILT(AM) Houston and WHBQ(AM) Memphis.

In the last several months, rhythm and blues songs, and "Back-Stabbers" is definitely in that category, that have crossed over to make pop hits—Luther Ingram's "If Loving You Is Wrong," Joe Simons' "Drowning In a Sea of Love" and Al Green's "I'm Still In Love with You"—have been in abundance. This single could follow that precedent.

Jackie Wilson Said—Van Morrison (Warner Bros.) ■ From a new album called *St. Dominic's Review*, Van Morrison makes a bid for his first hit single in more than a year. "Jackie Wilson Said" is a simplistic love song (the words are almost unrecognizable, and there is no lyric sheet with the record) with up-beat scat singing. The a cappella introduction is well suited for talking over and does a fine job of getting the boogie beat moving.

The single and album were released simultaneously two weeks ago (July 31) and most programmers surveyed were taking a "wait and see" posture, although early movement on the record has begun. A spokesman for Warner Bros. said the company had received much feedback from programmers urging it to release "Redwood Trees," another cut from *St. Dominic's*, in the near future.

The single, expectedly, broke first in San Francisco, due to Van Morrison's hard-core following there (he's from the Bay Area and began his solo career there). Stations reported on "Jackie Wilson" included: KCBS-FM San Francisco, KFRC(AM) San Francisco, WOR-FM New York and KHJ(AM) Los Angeles.

Equipment & Engineering

WETA-TV makes drop-in request official at FCC

UHF PTV seeks short-spaced ch. 12; filing indicates some Hill support, says money for 'experiment' will come from CPB unless hearing is ordered

A document that has been awaited for months finally turned up at the FCC last week, several hundred pages long and already a source of heated disagreement. It was the application of non-commercial WETA-TV Washington for experimental authority to operate on channel 12.

The appearance of WETA-TV's application signals the beginning of a structured debate in place of what had been two sets of opposing gut reactions. The debate will be conducted on several fronts. There is a broad social issue: the desirability of having readily available alternative programming in a major market. There is a broad technical issue: the viability of UHF. There is also what will presumably be the decisive issue, a

narrow technical one: Will WETA-TV's unprecedented proposal degrade the signals of four stations in other markets, or will it work?

The last question is of crucial interest to four affected television stations. WETA-TV's proposal would require short spacing of 67 miles to WWBT(TV) Richmond, Va., and 55 miles to noncommercial WHYV-TV Wilmington, Del., both on channel 12. In addition, it would mean short spacing of about 25 miles to adjacent-channel stations in Baltimore, WBAL-TV (ch. 11) and WJZ-TV (ch. 13).

The three commercial stations involved are preparing to oppose the proposal, although they were not ready to indicate the details of their arguments last week. The Association of Maximum Service Telecasters will also oppose it. Noncommercial WHYV-TV, on the other hand, will definitely not object and could even file a statement in support, "if it seems appropriate," according to Warren Kraetzer, the station's executive vice president.

The WETA-TV proposal calls for establishment of a one-year experimental operation on channel 12. During that time measurements would be taken to determine the impact of that operation on potentially affected stations. If the experiment worked, WETA-TV would ask for permanent occupancy of channel 12 and would use its present home, channel 26, for specialized instructional purposes.

A major thrust of the station's argument is that Washington stands beside Los Angeles and Detroit as one of the few major cities without a VHF public television station. It further notes in its filing that the "allocation discrimination" is even more marked if the nearby Baltimore market is taken into consideration. The two cities have seven VHF assignments, none of which is occupied by a noncommercial station.

WETA-TV's proposed remedy, a VHF drop-in, was considered a lost cause as an unadorned proposal to the FCC. However the station explicitly stated weeks ago that it would file for "experimental" authorization, so that any degradation it causes would not necessarily be permanent (BROADCASTING, July 3).

The application contained three separate engineering statements, cost estimates, list of funding sources, a set of particulars about program service and philosophy, some "public-interest considerations," a survey of reception quality in Washington, and the results of a pitch for community support of the application.

Except for specific technical arguments, much of this material had been made known previously. However, there were a few additions to the picture. For example, WETA-TV reported that its on-air requests for support, coupled with letters to about a third of its subscribers, had elicited 1,040 responses—1,005 favorable, nine opposed and 26 "inconclusive."

Copies of some letters were enclosed, including communications from Senator Edward M. Kennedy (D-Mass.), who had particular praise for public TV's children's programming and found it "sad

Variation on an old theme. The WETA-TV Washington application for a VHF drop-in (see adjacent story) revived memories of a violent dispute over similar proposals in the early 1960's. In 1961 the then FCC chairman, Newton Minow, and some of his colleagues proposed to insert short-spaced V's in seven markets to give ABC affiliation equality with CBS and NBC, which between them had the two V's in each of those markets sewed up. ABC was left to affiliate with U's or to make secondary affiliations with the existing V's. The markets were Johnstown, Pa.; Baton Rouge; Dayton, Ohio; Jacksonville, Fla.; Birmingham, Ala.; Knoxville, Tenn., and Charlotte, N.C. As a second part of this proposal, the commission suggested deletion of the sole VHF in each of eight other markets, leaving them all U. For two years, rhetoric, engineering documents, and pressures (from Capitol Hill as well as the public) beset the FCC. Finally, in 1963, on a 4-to-3 vote, the commission quashed the idea—principally because Congress the year before had passed the all-channel TV law that required TV set manufacturers to include UHF circuits as well as VHF in all sets and thus to accelerate UHF penetration. The commission also said that the drop-ins would impede the development of UHF, and anyway, it added, ABC did not need the relief any more.

that other children are denied these very special programs simply because of poor reception"; Representative Lionel Van Deerlin (D-Calif.), who said he could "see no sense in withholding an available VHF channel from a noncommercial station which has so amply demonstrated its ability to program for a discerning public"; and Representative John D. Dingell (D-Mich.), who pronounced himself "delighted" by the station's proposal and offered "any assistance which I might be able to provide."

Also enclosed was a letter from John W. Macy Jr., president of the Corporation for Public Broadcasting, which has granted \$315,000 to WETA-TV for the pursuit of this plan. In relaying word of that grant to the station's president, Donald V. Taverner, Mr. Macy added a "caveat": He said CPB might reconsider its support if the issue were forced into a hearing at the FCC.

So if the controversial proposal requires a hearing, and it may, WETA-TV could have to go elsewhere to pay the huge legal fees that are often involved. (The remainder of the grant is not in question; the use of CPB money for hearing costs is.) Station officials say they are prepared to raise that money elsewhere if it becomes necessary. CPB officials insist that the letter did not imply any predisposition one way or the other on their part. They say the extent of their support during an FCC hearing is an open question.

The filing comes down hard on UHF as a service. It cites a study, previously made known by WETA-TV, showing that 80-90% of all Washington viewers receive a good-to-excellent picture on the city's four VHF channels, but only 41% receive such a picture on channel 26. The station says it has made extensive efforts to improve its UHF signal but has never been able to overcome the handicap of being on that band in the first place.

WETA-TV also noted that most of Washington's population is black, with unique programing needs and unique problems. "All of the limitations of UHF television are magnified in the context of such a disadvantaged audience," it said. "The cost of antenna installations, the cost of maintenance of receiver equipment, the literacy required to follow specialized receiver instructions, all

hit hardest at this audience. As a result, WETA's programing is stopped at the very threshold in trying to reach this audience because of the limitations of UHF television."

The station said it must have a VHF assignment "to make public broadcasting a reality in the nation's capital."

Race to be first in U.S. satellites

**For Western Union system
Hughes gets order for three birds
to be flying within two years**

Western Union Telegraph Co. announced last week it had placed a firm order with Hughes Aircraft Co. for spacecraft for a domestic communications-satellite system that it said would be flying before mid-1974.

"We were first to apply [for a domestic satellite system] and we're going to be the first to fly," Russell W. McFall, board chairman, told a news conference in New York.

Western Union said it had contracted to buy three 12-transponder birds from Hughes for \$20,706,500, plus additional "incentive payments" to be made when the satellites are in orbit. They will be part of a system whose projected cost, including ground stations, was put at \$69 million.

The Hughes agreement was signed under an FCC waiver permitting Western Union to make such contracts, at its own risk, before getting a construction permit from the commission. WU officials said that by signing now they were able to "achieve significant price and schedule benefits" because Hughes is building "nearly identical" spacecraft for the Canadian domestic-satellite system and much saving could be made in research, development and testing time and costs.

The contract calls for delivery of three spacecraft plus launch-support services and includes options for additional satellites and launch services. The first satellite is to be delivered in 18 months, with the others to follow at three-month intervals.

Earl D. Hilburn, WU president, emphasized that the company had not abandoned efforts to get the TV-network



Satellites on the way. The three "birds" contracted by Western Union from Hughes Aircraft are of the spin-stabilized variety, each carrying 12 responders to relay voice, data or television signals across the U.S.

program-distribution business for its satellite system. "We will continue to aggressively seek this added traffic," he said, but he noted later that "it appears there is going to be some delay on the part of the networks in deciding what they are going to do." Television business would be "the frosting on the cake," he said, and WU would fly an extra satellite, if necessary, to handle it.

WU officials also said they definitely had considered offering satellite interconnection for cable-TV systems but had no specific plan for it at this point.

WU has applied for permits to build seven earth stations, in New York, Los Angeles, Chicago, Dallas, Atlanta, Portland, Ore., and Honolulu. Officials said the National Aeronautics and Space Administration had estimated satellite launch costs at \$6.6 million to \$7 million.

KIOI told to stay on discrete system

FCC wants more study of quadrasonic techniques

Broadcasters planning discrete four-channel quadrasonic transmissions must first obtain an authorization from the FCC. The commission made that ruling last week, in which it differentiated between the discrete method of quadracasting and the currently more widely used matrix method. The commission stipulated that no prior authorization is required for the latter.

The ruling was in response to a request by Pacific FM Inc., licensee of KIOI (FM) San Francisco, which has been experimenting with the Dorren quadraplex discrete system for the past year under a special temporary authorization. Pacific FM claimed that the Dorren system was compatible with the commission's present

rules governing two-channel stereo FM broadcasting and therefore did not need piror commission approval.

The Dorren system is one of two discrete quadrasonic operations that have passed the developmental stage. The other was pioneered by General Electric. Pacific FM and GE have asked the commission to undertake a full-scale inquiry on quadrasonic broadcasting.

In its ruling last week, in which it dismissed the Pacific FM contention, the commission noted that normal stereo broadcasts require the transmission of a single sine subcarrier, while discrete operations such as Dorren need an additional cosine subcarrier. Since there is a possibility that the Dorren system might exceed the present modulation limits, the commission said it would have to review existing protection ratios for co-channel and adjacent-channel stations before Dorren could be used by the industry at large.

The commission last week also proposed a revision in its rules for the transmission of two-channel stereo FM signals. Under a proposed amendment, the commission would bar the transmission of a pilot subcarrier by FM stereo stations when the stations are broadcasting a monaural signal.

Interested parties may file comments on the proposal by Sept. 22; replies are due Oct. 2.



The capper. Final closing of the acquisition by Harris-Intertype Corp. of General Electric's TV broadcast-equipment line took place Aug. 4 in Washington. Lawrence J. Cervon, vice president-general manager of Gates Radio Co. (a Harris subsidiary) (l) hands a check for \$5.5 million to Charles L. Eaton, general manager, GE's telecommunication products department.

Finance

The summer of '72 brings good news on fiscal front

It's first-half-of-the-year reporting time for many publicly owned companies, and last week's mail was bringing still more good news to corporate shareholders. Broadcast-related issues were not left out, as indicated by the sampling below.

The gains in sales, and often even more spectacularly in earnings, seemed to be across the board, from such an entertainment-oriented company as MCA to as hardware-oriented a company as Admiral. Cable TV issues (Teleprompter earnings were up 59.3%) and advertising agencies (Foote, Cone & Belding was up 120%) also shared in the fiscal wealth. Many of the reports were able to claim "record" levels.

There were, of course, some losers in the lot, and others whose gains were less spectacular than the market as a whole. But as a rule, the first six months of 1972 were giving stockholders their first solid evidence of a turn-around from the vicissitudes of 1970-71.

MCA Inc., N. Hollywood, Calif., parent of MCA TV and Universal TV, reported highest six-month earnings in company's history; including 16% increase in second-quarter earnings. For six months ended June 30:

	1972	1971
Earned per share	\$ 1.31	\$ 1.11
Revenues	144,368,000	144,321,000
Net income	10,709,000	9,103,000
Shares outstanding	8,198,027	8,173,832

Teleprompter Corp., New York, reported 63.8% gain in net income for first half of 1972, along with 59.3% increase in per share earnings and 23.4% jump in revenues.

Company, largest cable-TV operator in U.S., now serves more than 675,000 subscribers in 133 systems.

For six months ended June 30:

	1972	1971
Earned per share	\$ 0.43	\$ 0.27
Revenues	29,445,588	23,864,677
Net income	6,011,023	3,670,209

Liberty Corp., Greenville, S.C., reported increased earnings and revenues for first half of 1972. Its subsidiary, Cosmos

Broadcasting Corp., increased its operating income 40% during first half.

For six months ended June 30:

	1972	1971
Earned per share	\$ 0.75	\$ 0.50
Revenues	54,154,000	53,729,000
Net income	5,264,000	3,498,000

LVO Cable Inc., Tulsa, Okla., reported revenues and earnings reached "record" levels for fiscal year 1972, compared to last fiscal year. LVO operates 23 cable-TV systems in 12 states, with total of 106,136 subscribers.

For fiscal year ended May 31:

	1972	1971
Earned per share	\$ 0.32	\$ 0.16
Revenues	6,200,000	5,400,000
Net income	465,000	188,000

Marvin Josephson Associates, Los Angeles, parent of International Famous Agency, reported record net income and revenues for fiscal 1972.

For year ended June 30:

	1972	1971
Earned per share	\$ 1.21	\$ 1.03
Revenues	10,687,100	10,047,300
Net earnings	1,252,400	918,400
Shares outstanding	1,039,000	888,000

Foote, Cone & Belding Communications Inc., New York, reported increases of 18% in gross billings and 120% in net income for first half of this year as compared with first half of 1971.

Report showed net operating loss of \$435,000 from cable-TV operations, up from \$154,000 loss in first half of 1971, and said current rate of loss is not likely to decline this year but should start going down in 1973 with increased revenues from anticipated subscriber build-up. Report reiterated earlier FC&B assertions that "various alternatives" for agency's cable operations—five systems serving approximately 37,500 subscribers—are "under continuing study." Alternatives mentioned in past have ranged from disposition of some or all systems to acquisition of others, with possibility of merger also included.

For six months ended June 30:

	1972	1971
Earned per share	\$ 0.49	\$ 0.21
Gross billings	133,360,000	113,009,000
Net income	1,052,000	477,000
Shares outstanding	2,162,000	2,192,000

Needham, Harper & Steers, New York, reported second-quarter increases of 24.1% in net income and 50.1% in gross billings. NHS stock was traded publicly for the first time on April 13, on the over-the-counter market.

For six months ended June 30:

	1972	1971
Earned per share	\$ 0.13	—
Net income	242,000	\$ 195,000
Billings	46,200,000	330,800,000

Admiral Corp., Chicago, reported increased sales and vastly increased earnings for first half of 1972, compared to same period last year.

For six months ended July 1:

	1972	1971
Earned per share	\$ 1.04	\$ 0.01
Revenues	225,420,000	190,856,000
Net income	5,377,000	39,000

Adams-Russell Co., Waltham, Mass., whose subsidiaries are in equipment man-

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ufacturing as well as broadcast and CATV ownership, reported continued upward trend in both sales and income for three quarters of 1972.

For three quarters ended July 2:

	1972	1971
Earned per share	\$ 0.16	\$ 0.13
Revenues	7,122,000	5,829,000
Net income	200,000	161,000

Outlet Co., Providence, R.I., reported increase in revenues but loss in earnings for first three months of 1972, compared with same period last year.

For three months ended April 30:

	1972	1971
Earned per share	\$ 0.03	\$ 0.11
Revenues	16,230,751	15,143,037
Net income	67,426	175,200

Grey Advertising Inc., New York, reported gains in billings and earnings for first half of 1972.

For six months ended June 30:

	1972	1971
Earned per share	\$ 0.70	\$ 0.54
Billings	116,543,000	97,842,000
Net income	892,000	680,000
Shares outstanding	1,244,642	1,206,270

Schering-Plough Corp., Bloomfield, N.J., reported record sales and earnings for

second quarter and first half of 1972, compared to same periods last year. For six months ended June 30:

	1972	1971
Earned per share	\$ 1.39	\$ 1.08
Revenues	260,299,000	222,873,000
Net income	37,289,000	28,705,000

3M Co., St. Paul, reported second-quarter sales and earnings were higher than in any other quarter in firm's history.

For second quarter ended June 30:

	1972	1971
Earned per share	\$ 0.53	\$ 0.45
Revenues	524,700,000	448,200,000
Net income	59,800,000	50,700,000

Zenith Radio Corp., Chicago, reported increased earnings and sales for both first half and second quarter of 1972.

For six months ended June 30:

	1972	1971
Earned per share	\$ 0.73	\$ 0.50
Revenues	322,034,000	255,295,000
Net income	13,843,000	9,527,000

Magnavox Co., Fort Wayne, Ind., reported boost in sales but decline in net income for first half of 1972, compared to same period last year.

For six months ended June 30:

	1972	1971
Earned per share	\$ 0.61	\$ 0.84
Revenues	311,579,000	289,042,000
Net income	10,730,000	14,612,000

Creative Management Associates, Los Angeles, major talent agency, reported increase in unaudited net income for first six months of 1972, but slightly decreased unaudited gross revenues.

For six months ended June 30:

	1972	1971
Earned per share	\$ 0.11	\$ 0.07
Revenues	4,128,125	4,247,369
Net income	110,535	62,726
Shares outstanding	975,135	968,804

Wrather Corp., Beverly Hills, Calif., producer and syndicator of *Lassie* series, reported slight profit for first half of 1972 based on special gains from land sales.

	1972	1971
Earned (loss) per share	\$ 0.01	\$ (0.47)
Revenues	8,577,045	8,108,657
Net income (loss)	23,588	(1,044,885)
Shares outstanding	2,253,748	2,202,347

Note: 1972 net earnings after special item of \$53,257 (two cents a share) from land sales. 1971 net loss, as a result of pending litigation, has been increased from that previously reported by \$72,300, or three cents a share.

Broadcasting Stock Index

Weekly market summary of 123 stocks allied with broadcasting

Stock symbol	Exch.	Closing Aug. 9	Closing Aug. 2	Net change in week	% change in week	High 1972	Low	Approx. shares out (000)	Total market capitalization (000)	
Broadcasting										
ABC	ABC	N 78 3/4	81 1/2	- 2 3/4	- 3.37	81 1/2	51 1/4	8,418	662,917	
ASI COMMUNICATIONS	ASIC	O 1 5/8	2	- 3/8	- 18.75	5	1 5/8	1,815	2,949	
CAPITAL CITIES	CC8	N 58 1/4	58 1/4			64 1/4	48	6,496	378,392	
CBS	CBS	N 62 1/2	60 1/4	+ 2 1/4	+ 3.73	62 1/2	45 1/2	28,096	1,756,000	
COX	COX	N 39	46 7/8	- 7 7/8	- 16.80	49 3/4	36 1/4	5,827	227,253	
FEDERATED MEDIA	O	2 3/4	2 1/4	+ 1/2	+ 22.22	4 1/8	2 1/4	820	2,255	
GROSS TELECASTING	GGG	A 17 1/4	15 7/8	+ 1 3/8	+ 8.66	23 7/8	12 1/4	800	13,800	
LIN	LINB	O 14	13 1/8	+ 7/8	+ 6.66	22 3/8	12 7/8	2,341	32,774	
MOONEY	MOON	O 9 5/8	10	- 3/8	- 3.75	11 5/8	4	250	2,406	
PACIFIC & SOUTHERN	PSOU	O 10 5/8	12 1/8	- 1 1/2	- 12.37	18 1/4	10 3/8	2,010	21,356	
RAHALL COMMUNICATIONS	RAHL	O 20	19 1/2	+ 1/2	+ 2.56	29	8	1,037	20,740	
SCRIPPS-HDWARD	SCRP	O 23 1/2	23 1/4	+ 1/4	+ 1.07	27	18	2,589	60,841	
STARR	SBG	M 29 1/2	30 1/2	- 1	- 3.27	30 1/2	15 1/2	1,042	30,739	
TAFT	TFB	N 56	53 1/2	+ 2 1/2	+ 4.67	57 1/4	41 3/4	4,064	227,584	
Broadcasting with other major interests								TOTAL	65,605	3,440,006
ADAMS-RUSSELL	AAR	A 6	5 7/8	+ 1/8	+ 2.12	8 3/4	4 1/2	1,250	7,500	
AVCO	AV	N 17 1/8	15 7/8	+ 1 1/4	+ 7.87	20 7/8	13 7/8	11,497	196,886	
BARTELL MEDIA	BMC	A 3 1/2	4	- 1/2	- 12.50	7 1/8	3 1/2	2,257	7,899	
CHRIS-CRAFT	CCN	N 5 7/8	6	- 1/8	- 2.08	8 3/4	5 5/8	3,999	23,494	
COMBINED COMMUNICATIONS	CCA	A 30 3/8	30 7/8	- 1/2	- 1.61	42 1/2	28 1/2	3,264	99,144	
COWLES COMMUNICATIONS	CWL	N 12 1/2	11	+ 1 1/2	+ 13.63	12 1/2	9 1/2	3,969	49,612	
DUN & BRADSTREET	DNB	N 80	76	+ 4	+ 5.26	80 1/4	63	12,894	1,031,520	
FUQUA	FQA	N 20	20 5/8	- 5/8	- 3.03	27 7/8	18 3/4	8,282	165,640	
GABLE INDUSTRIES	GBI	N 27 1/2	27 3/8	+ 1/8	+ .45	32 1/4	23 1/2	2,220	61,050	
GENERAL TIRE & RUBBER	GY	N 26 3/8	27	- 5/8	- 2.31	32 5/8	24 5/8	19,483	513,864	
GLOBETROTTER COMMUNICATION INC	GLRTA	O 12 3/4	12 1/4	+ 1/2	+ 4.08	20 1/2	9 1/4	2,843	36,248	
GRAY COMMUNICATIONS	D	11 1/4	11 1/4			14	6 1/2	475	5,343	
ISC INDUSTRIES	ISC	A 7	7			9 1/8	6	1,646	11,522	
KAISER INDUSTRIES	KI	A 7	7			9 5/8	6 3/4	26,948	188,636	
KANSAS STATE NETWORK	KSN	O 7 1/8	7 3/8	- 1/4	- 3.38	7 7/8	6 1/2	1,621	11,549	
KINGSTIP INC.	KTPP	O 13 1/2	14 3/4	- 1 1/4	- 8.47	22	13 1/2	1,154	15,579	
LAMB COMMUNICATIONS	O	3 1/2	3 1/2			4 7/8	2	475	1,662	
LEE ENTERPRISES	LNT	A 27 1/8	25 5/8	+ 1 1/2	+ 5.85	30	17 1/2	3,357	91,058	
LIBERTY CORP.	LC	N 19 1/8	18 1/2	+ 5/8	+ 3.37	21 5/8	17 1/2	6,753	129,151	
MCGRAW HILL	MHP	N 15 1/2	15 7/8	- 3/8	- 2.36	20 7/8	14 7/8	23,327	361,568	
MEREDITH CORP.	MDP	N 19 3/4	19 3/8	+ 3/8	+ 1.93	30 3/4	18 1/2	2,772	54,747	
METROMEDIA	MET	N 36 1/8	34 7/8	+ 1 1/4	+ 3.58	39	27 1/4	5,959	215,268	
MULTIMEDIA INC.	O	40 3/4	40 1/2	+ 1/4	+ .61	44	14	2,408	98,126	
OUTLET CO.	OTU	N 14 3/4	14	+ 3/4	+ 5.35	19 3/8	13	1,335	19,691	
POST CORP.	POST	O 20 1/2	24 3/4	- 4 1/4	- 17.17	30	9	942	19,311	
PUBLISHERS BROADCASTING CORP.	PUBB	O 2 7/8	2 3/4	+ 1/8	+ 4.54	4 7/8	1 5/8	919	2,642	
REEVES TELECOM	RBT	A 3	3			4 1/4	2 3/8	2,292	6,876	
RIDDER PUBLICATIONS	RPI	N 29	29			34 1/2	26	8,324	241,396	
ROLLINS	ROL	N 40 1/4	40	+ 1/4	+ .62	43 1/4	33	12,146	488,876	
RUST CRAFT	RUS	A 35 3/4	34 1/4	+ 1 1/2	+ 4.37	36 3/4	24	2,318	82,868	
SAN JUAN RACING	SJR	N 28 1/8	28 3/4	- 5/8	- 2.17	34 3/4	27 3/4	1,958	55,068	
SCHERING-PLOUGH	SGP	N 130 1/4	126 1/2	+ 3 3/4	+ 2.96	130 1/4	82 5/8	25,471	3,317,597	
SONDERLING	SDB	A 12 7/8	12 3/8	+ 1/2	+ 4.04	30 3/4	12 1/8	1,005	12,939	
STORER	SBK	N 46 5/8	46 3/8	+ 1/4	+ .53	47 1/2	31	4,223	196,897	
TURNER COMMUNICATIONS	O	6	5 3/4	+ 1/4	+ 4.34	7	2	1,328	7,968	

	Stock symbol	Exch.	Closing Aug. 9	Closing Aug. 2	Net change in week	% change in week	1972 High	1972 Low	Approx. shares out (000)	Total market capital- ization (000)	
WASHINGTON POST CO.	WPO	A	36	34 3/4	+ 1 1/4	+ 3.59	36 5/8	23 1/2	4,789	172,404	
WHDH CORP.	D	O	23	18 1/2	+ 4 1/2	+ 24.32	30	11	589	13,547	
WOMETCO	WOM	N	22 1/8	22 5/8	- 1/2	- 2.20	25 7/8	18 1/2	5,789	128,081	
Cable									TOTAL	222,281	8,143,227
AMECO	ACO	O	2 1/4	1 7/8	+ 3/8	+ 20.00	12 3/4	1 1/2	1,200	2,700	
AMERICAN ELECTRONIC LABS	AELBA	O	4 1/8	4 3/4	- 5/8	- 13.15	9 3/4	3	1,726	7,119	
AMERICAN TV & COMMUNICATIONS	AMTV	O	47 1/4	45 3/4	+ 1 1/2	+ 3.27	47 1/4	17 1/4	2,462	116,329	
BURNUP & SIMS	BSIM	O	21 5/8	23 1/4	- 1 5/8	- 6.98	23 3/8	6 3/4	6,887	148,931	
CABLECOM-GENERAL	CCG	A	12 3/8	11 7/8	+ 1/2	+ 4.21	18 1/4	11 1/8	2,395	29,638	
CABLE INFORMATION SYSTEMS	O	O	3	3			4 3/4	1 3/4	955	2,865	
CITIZENS FINANCIAL CORP.	CPN	A	9 3/8	9 5/8	- 1/4	- 2.59	15 1/4	9	2,355	22,078	
COLUMBIA CABLE	CCAB	O	19 1/4	20 1/4	- 1	- 4.93	21 3/4	18 1/2	900	17,325	
COMMUNICATIONS PROPERTIES	COMU	O	11 3/4	11 1/8	+ 5/8	+ 5.61	27 3/8	11 1/8	1,917	22,524	
COX CABLE COMMUNICATIONS	CXC	A	39	39 3/8	- 3/8	- .95	41 3/4	23 1/4	3,556	138,684	
CYPRESS COMMUNICATIONS	CYPR	O	21 1/4	20 1/2	+ 3/4	+ 3.65	23	7	2,732	58,055	
ENTRON	ENT	A	3 5/8	4	- 3/8	- 9.37	9 1/4	3 5/8	1,320	4,785	
GENERAL INSTRUMENT CORP.	GRL	N	31 3/4	30 1/8	+ 1 5/8	+ 5.39	32	20 3/4	6,501	206,406	
LVD CABLE INC.	LVDC	O	13 1/8	13 1/4	- 1/8	- .94	16 1/2	6 3/4	1,466	19,241	
STERLING COMMUNICATIONS	STER	O	4 5/8	4 3/4	- 1/8	- 2.63	7 3/4	3 1/2	2,162	9,999	
TELE-COMMUNICATIONS	TCOM	O	29 1/2	29	+ 1/2	+ 1.72	30 3/8	15 1/2	3,574	105,433	
TELEPROMPTER	TP	A	43 1/4	39 1/2	+ 3 3/4	+ 9.49	43 1/2	28 1/8	15,551	672,580	
TIME INC.	TL	N	46 3/4	45 3/4	+ 1	+ 2.18	64 3/4	44 5/8	7,284	340,527	
VIACOM	VIA	N	23 3/8	19 5/8	+ 3 3/4	+ 19.10	28 1/2	15 1/2	3,836	89,666	
VIKOA	VIK	A	10 1/2	9 1/2	+ 1	+ 10.52	19 3/4	8	2,333	24,496	
Programing									TOTAL	71,112	2,039,381
COLUMBIA PICTURES	CPS	N	10 5/8	10 3/4	- 1/8	- 1.16	14 7/8	9 1/8	6,342	67,383	
DISNEY	DIS	N	198 1/2	198 3/4	- 1/4	- .12	201 3/4	132 3/4	13,802	2,739,697	
FILMWAYS	FWY	A	5 1/2	6	- 1/2	- 8.33	8	4 7/8	1,868	10,274	
GULF & WESTERN	GW	N	37 5/8	36 1/2	+ 1 1/8	+ 3.08	44 3/4	28	15,816	595,077	
MCA	MCA	N	27 1/4	26 3/8	+ 7/8	+ 3.31	35 7/8	24 1/4	8,182	222,959	
MGM	MGM	N	18	18 1/2	- 1/2	- 2.70	21 1/2	16 3/4	5,897	106,146	
MUSIC MAKERS	MUSC	O	2 1/4	2 1/4			3 3/4	1 1/8	534	1,201	
TELE-TAPE PRODUCTIONS	O	O	1 7/8	1 7/8			2 7/8	1	2,190	4,106	
TRANSAMERICA	TA	N	19 3/8	18 1/8	+ 1 1/4	+ 6.89	23 1/2	16 1/4	67,213	1,302,251	
20TH CENTURY-FOX	TF	N	9 1/4	9 1/8	+ 1/8	+ 1.36	17	8 5/8	8,562	79,198	
WALTER READE ORGANIZATION	WALT	O	1 3/4	1 3/4			4 1/8	1 3/8	2,203	3,855	
WARNER COMMUNICATIONS INC.	WCI	N	45 1/2	45 1/2			50 1/4	31 1/4	16,221	738,055	
WRATHER CORP.	WCO	A	13 3/4	13	+ 3/4	+ 5.76	17 7/8	9 7/8	2,164	29,755	
Service									TOTAL	150,994	5,899,957
JOHN BLAIR	BJ	N	15 1/2	15 1/2			22 3/8	14 3/4	2,600	40,300	
COMSAT	CQ	N	55 1/2	56 3/8	- 7/8	- 1.55	75 3/8	52	10,000	555,000	
CREATIVE MANAGEMENT	CMA	A	10 1/4	10 7/8	- 5/8	- 5.74	15 1/2	9 3/8	1,056	10,824	
DOYLE DANE BERNBACH	DDYL	O	30 1/4	29 1/2	+ 3/4	+ 2.54	34 3/4	24	1,925	58,231	
ELKINS INSTITUTE	ELKN	O	3 1/4	3 3/4	- 1/2	- 13.33	16 3/8	2 3/4	1,664	5,408	
FOOTE, CONE & BELDING	FCB	N	13 1/4	13	+ 1/4	+ 1.92	14	10 5/8	2,176	28,832	
GREY ADVERTISING	GREY	O	18 1/8	17 3/4	+ 3/8	+ 2.11	18 1/8	9 1/4	1,200	21,750	
INTERPUBLIC GROUP	IPG	N	33	34	- 1	- 2.94	36 1/8	22 3/4	1,843	60,819	
MARVIN JOSEPHSON ASSOCS.	MRVN	O	14 1/4	14 7/8	- 5/8	- 4.20	17 3/4	5 7/8	825	11,756	
MCCAFFREY & MCCALL	O	O	13	14	- 1	- 7.14	16 1/2	7	585	7,605	
MOVIELAB	MOV	A	1 3/4	1 7/8	- 1/8	- 6.66	3 1/8	1 5/8	1,407	2,462	
MPO VIDEOTECHNICS	MPD	A	4 1/8	4 1/2	- 3/8	- 8.33	7 1/8	3 5/8	547	2,256	
NEEDHAM, HARPER & STEERS, INC.	NDHMA	O	32	33 3/4	- 1 3/4	- 5.18	34 1/8	21 1/2	911	29,152	
A. C. NIELSEN	NIEL8	O	59 1/4	59 1/4			59 1/4	37 5/8	5,299	313,965	
OGILVY & MATHER	OGIL	O	45 1/2	47 1/4	- 1 3/4	- 3.70	48 1/2	16	1,716	78,078	
PKL CD.	PKL	O	1 5/8	1 5/8			9 1/2	1 5/8	778	1,264	
J. WALTER THOMPSON	JWT	N	34 3/4	35 1/2	- 3/4	- 2.11	49 1/4	34 3/4	2,711	94,207	
UNIVERSAL COMMUNICATIONS INC.	O	O	12 1/2	13	- 1/2	- 3.84	17	8	715	8,937	
WELLS, RICH, GREENE	WRG	N	22 3/4	22 3/4			27 7/8	19 5/8	1,618	36,809	
Manufacturing									TOTAL	39,576	1,367,655
ADMIRAL	ADL	N	16 1/2	17 3/4	- 1 1/4	- 7.04	27	16 1/2	5,163	85,189	
AMPEX	APX	N	6 1/4	6 3/4	- 1/2	- 7.40	15 1/8	6 1/4	10,875	67,968	
CARTRIDGE TELEVISION INC.	O	O	26 1/4	24	+ 2 1/4	+ 9.37	43 1/2	16 1/2	2,083	54,678	
CCA ELECTRONICS	CCAE	O	3 3/4	3 7/8	- 1/8	- 3.22	6 1/4	2 1/4	881	3,303	
COLLINS RADIO	CRI	N	16 3/8	15 7/8	+ 1/2	+ 3.14	19 7/8	13 1/4	2,968	48,601	
COMPUTER EQUIPMENT	CEC	A	2 7/8	3	- 1/8	- 4.16	4 5/8	2 7/8	2,421	6,960	
CONRAC	CAX	N	31 7/8	32 7/8	- 1	- 3.04	39 3/8	27 1/8	1,259	40,130	
GENERAL ELECTRIC	GE	N	68 3/4	63 3/4	+ 5	+ 7.84	70 7/8	58 1/4	182,123	12,520,956	
HARRIS-INTERTYPE	HI	N	50 1/4	51 3/8	- 1 1/8	- 2.18	59	48 1/4	6,365	319,841	
MAGNAVOX	MAG	N	31	28 7/8	+ 2 1/8	+ 7.35	52 1/4	27 1/2	17,685	548,235	
3M	MMM	N	83 1/2	83 5/8	- 1/8	- .14	84 1/2	74 1/4	112,651	9,406,358	
MOTOROLA	MOT	N	128 1/2	125	+ 3 1/2	+ 2.80	129 1/2	80	13,481	1,732,308	
OAK INDUSTRIES	OEN	N	15 3/8	15 1/2	- 1/8	- .80	17 1/2	9 5/8	1,638	25,184	
RCA	RCA	N	36 3/8	35 1/2	+ 7/8	+ 2.46	45	32 1/8	74,352	2,704,554	
RSC INDUSTRIES	RSC	A	2 3/4	2 3/4			4 3/8	2 1/2	3,458	9,509	
TEKTRONIX	TEK	N	61 7/8	62 7/8	- 1	- 1.59	65 1/2	32 3/4	8,136	503,415	
TELEMATION	TIMT	O	6 1/2	7	- 1/2	- 7.14	13 3/4	6	1,050	6,825	
WESTINGHOUSE	WX	N	46	44 7/8	+ 1 1/8	+ 2.50	54 7/8	42 1/4	86,927	3,998,642	
ZENITH	ZE	N	42 1/4	40 3/8	+ 1 7/8	+ 4.64	50 1/2	39 3/4	19,037	804,313	
GRAND TOTAL									552,553	32,886,969	
Standard & Poor's Industrial Average			124.29	122.52	+ 1.77						

A-American Stock Exchange
M-Midwest Stock Exchange

N-New York Stock Exchange
O-Over the counter (bid price shown)

A blank in closing price columns
indicates no trading in stock.

Over-the-counter bid prices supplied by Merrill Lynch,
Pierce Fenner & Smith Inc., Washington.

Fates & Fortunes®

Broadcast Advertising

Al Lerman, creative director, Leo Burnett, Chicago, named senior VP, McCann-Erickson International, New York.

Norman E. Kapplier, account supervisor, Young & Rubicam, New York, named VP.

Robert C. Werts, VP, BBDO, New York, joins McCaffrey & McCall there as VP-account supervisor. **Robert B. Osborn**, president, personal care division, Gillette, Boston, named senior VP-account supervisor and member of management committee, McCaffrey & McCall, New York.

Howard J. Lelchuk, associate media director, N. W. Ayer & Son, New York, elected VP.

Charles F. Buccieri, associate media director, and **John H. Horne**, management supervisor, SSC&B, New York, elected VP's.

Willard J. Hadlock, associate media director, **William J. Lunn**, account supervisor, and **John J. Powers**, account supervisor, Leo Burnett, Chicago, named VP's.

Dolores F. Carbone, VP, manager, spot buying unit, Ted Bates, New York, named VP and associate media director, Media Partners Inc. there, buying service.

Harry Durando, VP, New York sales manager, Metro Radio Sales, named executive VP and national sales manager.

Elaine Pappas, director of sales development, New York, named VP, research and sales development. **Frank Leoce**, account executive, New York, and **Dominique Fioravanti**, manager of sales, Philadelphia, appointed sales managers, New York.

Kathryn Lenard, director of research, Metro Radio Sales and Metromedia Radio, New York, named VP, research, RKO Radio and RKO Radio Representatives, New York.

Clifford C. R. Hood, president, C. C. R. Hood, Philadelphia agency, joins Doremus & Co. there as VP.

William F. Gordon, VP and account supervisor, Foote, Cone & Belding, New York, joins Dancer-Fitzgerald-Sample there as VP and account group supervisor heading newly acquired R. J. Reynolds Foods account. **Lee J. Dmitzak**, assistant account executive, appointed account executive and will be on General Mills account. Copywriters **Charles Dyner**, **Warwick & Legler**, New York; **Michael J. Barth**, Cunningham & Walsh, New York; **Charles L. Katz**, Luery, Marks & Strasse, New Brunswick, N.J., and **Ed A. Hiestand**, Richard Rodd Advertising, New York, all join DFS as copywriters.

Roy R. Stewart, director, Midwest operations, Chilton Research Services, Chi-

More at ABC. Series of executive appointments in ABC Entertainment, new division created largely by transfer of program department from ABC-TV network (*Broadcasting*, July 24), announced by President Martin Starger; **Barry Diller**, VP, feature films and Circle Entertainment, retains title in new organization. **Michael D. Eisener**, VP, daytime programing, named to new post of VP, program development and children's programs. **Edwin T. Vane**, VP, nighttime program production, becomes VP, national program director. **Steve Mills**, VP, current film programing, West Coast, becomes VP, nighttime program production and executive in charge, West Coast. **Brandon Stoddard**, director of daytime programing, name VP, daytime programing, and **Gary Pudney**, director of nighttime live and tape production, West Coast, becomes VP, nighttime tape program production, West Coast. **Frank Brill** continues as VP, talent, and **Dennis Doty** continues as executive assistant to Mr. Starger and director of program administration.

Meanwhile at NBC. **Allen R. Cooper**, NBC VP, planning, whose assignments over past 20 years have ranged from early television rates and discounts to planning potential uses of domestic communications satellites, has resigned, effective Sept. 1, to "search out new challenges and explore new opportunities in broadcasting-related or totally different enterprises."

cago, joins Greenhaw & Rush Inc., Memphis agency, as vice president-research.

Robert Connors, marketing manager, Coca Cola Bottling Co., New York, joins Dr. Pepper Co., Dallas, as national advertising manager.

William Sharp, director of communications, Office of Economic Opportunity, Washington, joins Allied Products of Coca-Cola USA, Atlanta, as advertising manager.

Mark B. Bollman Jr., executive VP, national sales, Bureau of Advertising, American Newspaper Publishers Association, joins the Magnavox Co., New York, as manager, national advertising and public relations.

Jim McQuaide, manager, Radio Advertising Representatives Inc., Detroit, joins WTAE-AM-FM Pittsburgh as general sales manager.

Robyn B. Ewing, general manager and chief engineer, WBCA(AM) and WWSM-FM) Bay Minette, Ala., joins WSPA-AM-FM Spartanburg, S.C., as sales manager.

Mickey Luckoff, sales manager, KGO(AM) San Francisco, appointed general sales manager.

James F. Smith, director, administrative operations, ABC-owned FM stations, New York, joins WDAI(FM) Chicago as general sales manager.

Howard (Skip) Vose, account executive, RKO General Radio Sales, San Francisco, joins KFOG(FM) San Francisco, RKO-owned station, as general sales manager.

Cliff Feldman, sales director, KOME(FM) San Jose, Calif., appointed general sales manager.

Dick Atchison, with KABC-TV Los Angeles, appointed local sales manager, KPSA(FM) there.

Leila Larson, with sales department, KMSP-TV Minneapolis-St. Paul, appointed sales service manager.

Gordon Peil, promotion manager, WGY(AM), WVFM(FM) and WRGB(TV) Schenectady, N.Y., all General Electric stations, joins WMAL-AM-FM Washington, as advertising and sales promotion manager.

Lynda Dartnell, audience promotion director, KYW-TV Philadelphia, appointed advertising and sales-promotion manager, KYW(AM) there.

Thomas H. Pierce, account executive, CBS FM Sales, New York, named Midwest manager, CBS FM Sales, Chicago. He succeeds **Tony Rufo**, named station manager, CBS-owned WBBM-FM Chicago.

John A. Adams, senior VP and general manager, Grey Advertising, Detroit and Minneapolis, joins McCann-Erickson, Houston, as director of marketing and account supervisor.

Fred Chernin, manager, research department, and **Jerry Mitty**, manager, media department, appointed directors, respective departments, Carl Ally Inc., New York.

M. Lawrence Light, senior associate research director, BBDO, New York, appointed manager, research department.

Richard K. Olsen, account supervisor, Zlowe division of Marsteller Inc., New York, joins Cunningham & Walsh, New York, in same capacity.

John R. Nelson, with Van Brunt & Co. Advertising, Chicago, joins Clinton E. Frank there as account executive.

William A. Cashman Jr., senior account executive, BBDO, New York, joins Tinker, Dodge & Delano, New York, as account executive.

Aleta M. Meskin, time buyer, Leo Burnett, Detroit, joins Ross Roy Inc., Detroit agency, as broadcast buyer.

Bob Petrocelli, associate creative director,

Needham, Harper & Steers, New York, named art director, Warren, Muller, Dolobowsky, New York.

Marjorie Banks, freelance media buyer and copywriter, appointed media director, Boylhart, Lovett & Dean Inc., Los Angeles agency.

Phillip Hanft, copywriter, Campell-Mithun, Minneapolis, joins Clinton E. Frank Inc., San Francisco, as copywriter.

Media



Mr. Akerson

George E. Akerson, chairman of board, WHDH Corp., Boston, named president and chief executive officer (see page 37).

James Flynn, business manager, WNEW-TV New York, named VP.

George T. Rodman, director of advertising and press information, ABC-owned TV stations, New York, appointed to same post with CBS TV stations division, New York.

William M. Dunaway, account supervisor, Tracy Locke Advertising Co., San Antonio, Tex., named VP and general manager, WDEF-TV Chattanooga.

Robert A. Strauss, VP and sales manager, KCEE-AM-FM Tucson, Ariz., named president.

John Tenaglia, general manager, WGKA-AM)-WZGC-FM Atlanta, named VP.

Allan Eisenberg, VP and general sales manager, KATZ-AM) St. Louis, joins KUDL-AM-FM Kansas City, Kan., as VP and general manager.



Mr. DeLong

Edward E. DeLong, promotion and merchandising manager of WHBF-AM-FM-TV Rock Island, Ill., named executive VP of stations, effective Sept. 1 when **Maurice Corken** retires as VP and general manager of Rock Island Broadcasting Co. outlets. **Robert J. Sinnett**, VP, engineering, will become VP and general manager of WHBF-TV and **Ted Arnold**, VP, sales, will become VP and general manager of WHBF-AM-FM.

Joseph M. Kelly, general sales manager, WOKY-AM) Milwaukee, joins KRCH-AM) St. Louis, as general manager.

Arthur L. Grunewald, station manager, WSON-AM-FM Henderson, Ky., joins WINN-AM) Louisville, Ky., as general manager.

Herm Reavis, general sales manager, WLS-AM) Roanoke, Va., appointed general manager. **John Willett**, with station, appointed operations manager.

Richard D. Winiecki, news director, KPSJ-AM) San Jose, Calif., appointed operations manager.

Barbara Krefetz, public-relations director, KYW-TV Philadelphia, appointed audience-promotion director.

Michael T. Purcell, VP, public and press relations, Smoke Watchers International, New York, joins WCB-AM) New York, as director of advertising and promotion.

Linda Burriesci, with KOME-AM) San Jose, Calif., appointed business manager.

Don Forney, with WGHP-TV High Point, N.C., appointed community-affairs director.

Howard S. Kester, VP and general manager, KYA-AM)-KOIT-AM) San Francisco, named president, Northern California Broadcasters Association. He succeeds **Edward McLaughlin**, VP and general manager, KGO-AM) and KSF-AM) there, appointed president of ABC Radio Networks (BROADCASTING, July 24).

Programming

Lin Bolen, programming administrator, NBC-TV network programs, West Coast, appointed director of daytime programs, NBC-TV, New York. She succeeds **Clare L. Simpson**, named VP, programs, East Coast, New York (BROADCASTING, June 5).



Miss Bolen

Joyce Stoff, supervisor, syndicated services, Teletape Productions, New York, joins Goodson-Todman Productions there as manager, syndication operations.

Michael Filerman, director, late-night and summer programming, CBS-TV, joins Paramount Television, Hollywood, as program executive, development.

Tom Bigby, program director, KBUY-AM Fort Worth, joins KTLK-AM Denver, in same capacity.

William E. Jackson, sports director, WPTF-AM-FM Raleigh, N.C., appointed assistant manager and program manager.

New RTNDA directors. Newly elected regional directors of the Radio-Television News Directors Association, announced fortnight ago: **John Salisbury**, KXL-AM-FM Portland, Ore., West; **E. Edward Brown**, non-commercial, educational WSIU-FM-TV Carbondale, Ill., Midwest; **Henry Magnuson**, WGAN-AM-FM-TV Portland, Maine, Northeast; **David Riggs**, WSB-TV Atlanta, Southeast; and **Francis Peladeau**, Radio Canada TV, Montreal.

They succeed respectively **Jack Eddy**, KOMO-TV Seattle; **Fred Douglas Sr.**, WKZO-AM-TV Kalamazoo, Mich.; **Richard Wright**, WTAG-AM) Worcester, Mass.; **Don Owen**, KSLA-TV Shreveport, La., and **Arthur L. Cole**, CFRB-AM) and CKFM-AM) Toronto.

At its Nov. 27-Dec. 3 meeting in Nassau, RTNDA will elect three directors-at-large and a new vice president. At that time **Charles F. Harrison**, WGN-AM) Chicago, current vice president, becomes president.

Dan Clayton, a writer with WLW-AM) Cincinnati, appointed program director.

Martin Kamerman, program director, WAMS-AM) Wilmington, Del., joins WSPD-AM) Toledo, Ohio, as program manager.

Mort Zimmerman, national account executive, Viacom, New York, joins CPM Programs, New York, as director of client sales.

James Lydon, one-time feature star of Henry Aldrich motion pictures, appointed associate producer of 20th Century-Fox TV's *Anna and the King* series for CBS-TV.

Dan Heimann, production assistant, WANE-TV Fort Wayne, Ind., appointed continuity director.

Broadcast Journalism

Charles Eldridge, news manager, WMAQ-AM-FM Chicago, joins NBC News, radio, as manager of network-news operations. He is succeeded by **Frank Barnako**, anchorman with station.

Lou Conrad, news editor, WBZ-TV Boston, appointed executive news editor.

Dick Waters, with AP, Charlotte, N.C., appointed broadcast news supervisor for Carolinas.

Dean R. Johnson, ABC newsman, appointed assistant assignment editor for ABC News, New York. **Carol Ann Jenkins**, formerly co-moderator of WOR-TV New York *Straight Talk* program, and **Charles Burke**, formerly reporter-anchorman and talk-show host at WPVI-TV Philadelphia, join ABC News as correspondents assigned to New York and South Vietnam respectively.

Peter Jacobus, executive producer, news, KGO-TV San Francisco, appointed assistant news director. He is succeeded by **Harry Fuller**, news writer-producer with station.

Don Smith, WZOO-AM) Ashboro, N.C., elected president, North Carolina Associated Press Broadcasters Association. **Dave Plyler**, WSJS-AM) Winston-Salem, elected VP.

Jerry Godby, WLOG-AM) Logan, W. Va., elected president, West Virginia Associated Press Broadcasters Association.

Bob Bray, reporter KTVH-TV) Little Rock, Ark., appointed day-wire and assignments editor.

Richard Hunt, newsman, WIRL-AM) Peoria, Ill., joins CKLW-AM) Detroit-Windsor in same capacity.

Joan Martin Burke, associate archivist, CBS News, New York, appointed producer, *Today's Woman*, for CBS News, radio, New York.

Walt Brown, sports director, KOLN-TV Lincoln and KGIN-TV Grand Island, both Nebraska, joins KOB-AM-FM-TV Albuquerque, N. Mex., in same capacity.

Cable

James B. Crouse, manager, Teleprompter's Elmira, N.Y., system, transfers to Rock Island, Ill., as manager of Teleprompter system soon to be constructed

there. He is succeeded by **Frank G. Staley**, manager, Teleprompter's Rochester, Minn., system.

Sprague Vonier, manager, WTMJ-TV Milwaukee, appointed commercial and marketing manager, Midwestern Relay, common-carrier microwave system there. Both are owned by The Journal Co., Milwaukee.



Hugh E. Flaherty, VP, information and communications, Western Pennsylvania National Bank, Pittsburgh, joins Teleprompter, New York, in newly created position of VP, community development. **John M. Raines Jr.**, manager, Teleprompter system in Portsmouth, Ohio, appointed Northeast regional operations director for Teleprompter systems. He will be based in Hartsdale, N.Y. He is succeeded by **Joseph W. Taylor**, regional manager, Tele-Media Corp., Columbus, Ohio. **Michael B. Arnold**, general manager, Television Communications Corp.'s Allband Cablevision, Olean, N.Y., and president of New York State Cable TV Association, joins Teleprompter as manager of its Islip, N.Y., cable system.

Music

Mark Sherry, music director, KFIG(FM) Fresno, Calif., joins KOME(FM) San Jose, Calif., in same capacity.

Equipment & Engineering

Marion L. Stage, electronics engineer, RCA Corp., Lancaster, Pa., joins Rollins Inc., group station owner, Atlanta, as director of engineering.

Howard B. (Scotty) Flink, VP, Qui-Pak Inc., plastic packaging firm, Philadelphia, joins Jerrold Electronics Corp. as sales engineer.

James W. Tierney, chief engineer, WCAX-TV Burlington, Vt., retires after 35 years. He is succeeded by **Charles A. Liese**, transmitter supervisor.

Allied Fields

Norman L. Fagan, formerly programing executive with CBS, joins National Endowment for the Arts, Washington, as director of performing arts and public media. He will supervise grants and programing for TV and films.

George Arnold, director of broadcast license surveys and market research director, Media Statistics, Silver Spring, Md., named VP. **Marion B. Schon**, corporate secretary, named VP.

Deaths

Saul Meredith (Whitey) Myers, 65, deputy chief engineer, FCC, died Aug. 6 of heart attack. He joined commission in 1940. He is survived by his wife, Lois, and three daughters.

Robert M. Bruce, 56, capitol correspondent, KOAC-AM-TV Corvallis, Ore., died July 20 in Portland, Ore., after lengthy illness. He is survived by wife, Shirley, and one daughter.

Luke Greene, 56, director of community affairs, WQXI-TV Atlanta and producer and host of station's *Countdown From Eleven*, died July 26 in Atlanta after lengthy illness. He is survived by his wife, Lillian, and three children.

Walter Gorman, 56, network director for *Kate Smith Show* and *Duffy's Tavern* on radio and Theater Guild productions for *United States Steel Hour* on TV, died Aug. 5 in Little Compton, R.I., after lengthy illness. He is survived by wife, Virginia, and four sons.

Joi Lansing, 37, film-TV actress, died Aug. 7 in Hollywood of cancer. Miss Lansing was best known for her role for five seasons in the Robert Cummings comedy series on NBC-TV in the 1950's. She is survived by her husband, Stan Todd, who also was her business manager.

For the Record®

As compiled by BROADCASTING Aug. 2 through Aug. 8, and based on filings, authorizations and other FCC actions.

Abbreviations: Alt.—alternate, ann.—announced, ant.—antenna, aur.—aural, aux.—auxiliary, CATV—community antenna television, CH—critical hours, CP—construction permit, D—day, DA—direction antenna, ERP—effective radiated power, khz—kilohertz, kw—kilowatts, LS—local sunset, mhz—megahertz, mod.—modification, N—night, PSA—presunrise service authority, SCA—subsidiary communications authorization, SH—specified hours, SSA—special service authorization, STA—special temporary authorization, trans.—transmitter, UHF—ultra high frequency, U—unlimited hours, VHF—very high frequency, vis.—visual, w—watts, *—educational, HAAT—height of antenna above average terrain, CARS—community antenna relay station.

New TV stations

Application

■ Naples, Fla.—Gulfshore Television Corp. seeks VHF ch. 26 (542-548 mhz); ERP 534 kw vis, 53.4 kw aur. HAAT 710 ft.; ant. height above ground 732 ft. P.O. address: c/o Vernon Lundquist, Gulfshore Square, Suite 226, 1400 Gulfshore Boulevard, Naples 33940. Estimated construction cost \$992,000; first-year operating cost \$293,194; revenue \$250,000. Geographic coordinates 26°17'34" north lat.; 81°44'09" west long. Type trans. RCA TTU-30B. Type ant. RCT TFU 30 JDA. Legal counsel Smith & Pepper; consulting engineer Jules Cohen & Associates, both Washington. Principals: G. Vernon Lundquist, Jr., president (56.5%), Oscar F. Yanson, vice president (5.4%), et al. Mr. Lundquist is vice president of Fort Myers Broadcasting Co., license of WINK-AM-FM-TV Fort Myers, Fla. He also is sole proprietor of Custom Film Service, Fort Myers. Mr. Yanson is president (25%), Powell & Yanson Inc., real estate brokers, Naples. He also is secretary-treasurer (50%), Yanson Chevrolet Co. in Chicago Heights, Ill. Ann. July 19.

Final action

■ Bethel Broadcasting Corp., Bethel, Alaska—

Broadcast Bureau granted VHF ch. 4 (66-72 mhz); ERP 4.68 kw vis, 933 w aur. HAAT 205.65 ft. ant. height above ground 253 ft. P.O. address: Box 37, Bethel 99559. Estimated construction cost \$989,440; first-year operating cost \$139,500; revenue none. Geographic coordinates 60°47'33" north lat.; 161°46'22" west long. Type trans. Gates Radio Co. BT 1300-L. Type ant. JAMPRO JAT 4/4. Legal counsel McKenna, Wilkinson & Kittner, Washington; consulting engineer Franklin W. Butte, Bethel. Principals: Christopher R. Cooke, president, board of directors, George Hohman, secretary-treasurer et al. Mr. Cooke is lawyer. Mr. Yohman is member of Alaska House of Representatives. Action July 21.

Action on motion

■ Hearing Examiner Jay A. Kyle in Homewood and Birmingham, both Alabama (Chapman Radio and Television Co. et al.) TV proceeding, granted petition of Alabama Television Inc. for leave to amend application to reflect current business and financial

interests of Alabama's directors, John S. Jemison Jr., Bernard A. Monaghan, Paul C. Aiken, J. George Mitnick and William P. Engel (Docs. 15461, 16760-1, 16758). Action July 31.

Existing TV stations

Final actions

■ WMPB(TV) Baltimore—Broadcast Bureau granted license covering frequency control unit. Action Aug. 1.

■ KGNC-TV Amarillo, Tex.—FCC waived rules to permit Stauffer Publications Inc., licensee to increase ownership interest in Total TV of Amarillo, operator of cable TV system at Amarillo, from 25% to 50%. Action Aug. 3.

Action on motion

■ Chief Hearing Examiner Authur A. Gladstone in

EDWIN TORNBURG & COMPANY, INC.

**Negotiators For The Purchase And Sale Of
Radio And TV Stations • CATV
Appraisers • Financial Advisors**

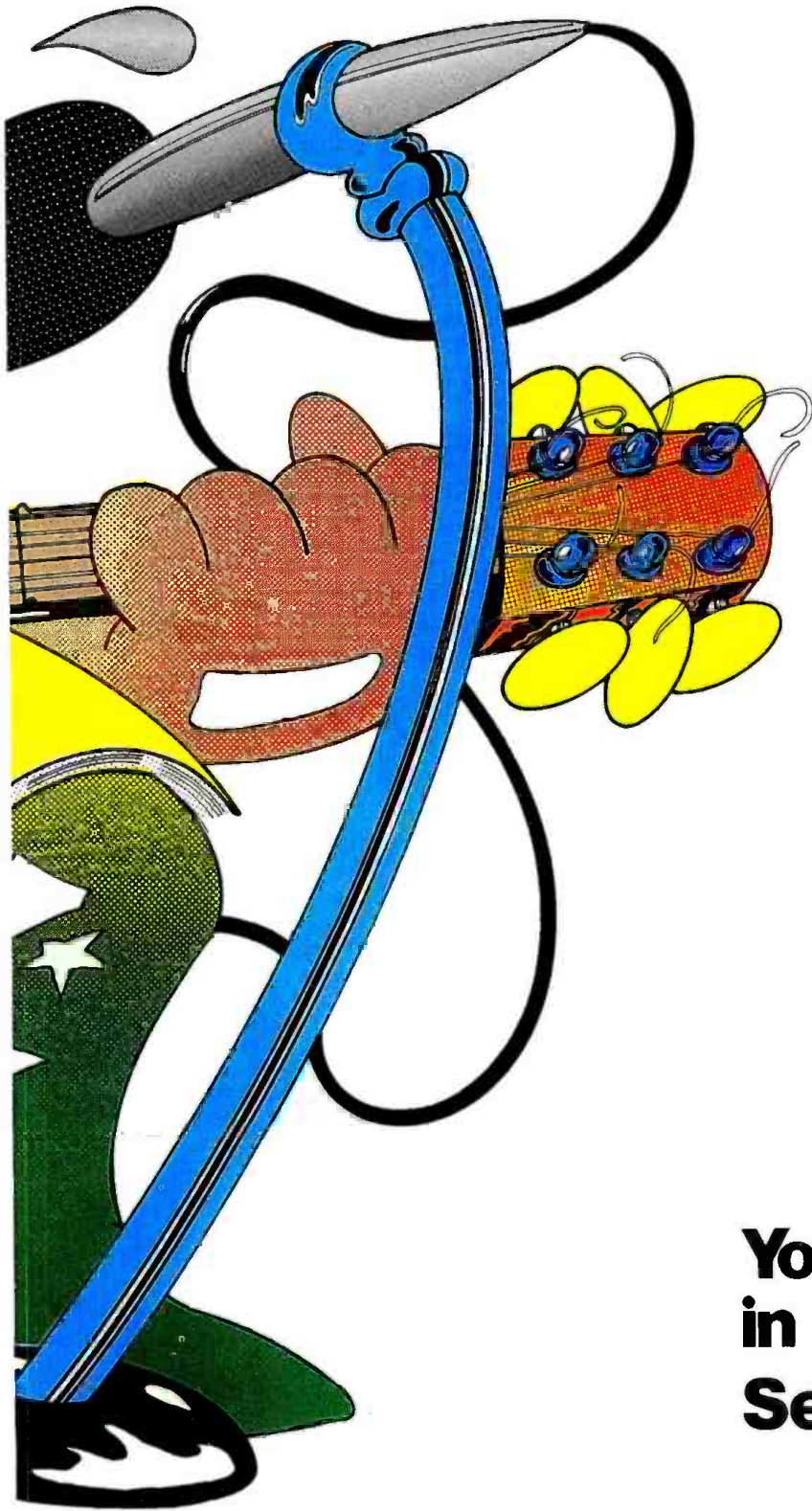
New York—60 East 42nd St., New York, N.Y. 10017
212-687-4242

West Coast—P.O. Box 218, Carmel Valley, California 93924
408-375-3164

Now, we're into



country music.



Up to here with the Beatles? Can't take another word about the Stones? Long for those good old songs about loving and losing, hard work and lean times, mean men and soft women? You may be ready for country music.

Broadcasting is. That's the story we'll be telling in full in the next of our special reports on music and radio. It may be the most exciting yet. It treats what is assuredly the most exciting growth area in radio entertainment today: the phenomenal success of stations that have taken the Nashville sound and made it All-American. From coast-to-coast, in large markets and small, country music has taken the nation by storm. Whether Johnny Cash country, or Kris Kristofferson country or, from Canada, Anne Murray country, American audiences have been wooed and won. A new, and most profitable, brand of radio has been created in the process.

What country hasn't had, but can no longer be denied, is recognition. That's what *Broadcasting* will provide in its September 18 issue. We'll tell the *what* of that story—the artists responsible for this new renaissance of an old American art form, the program genius that seized upon it to create the industry's fastest-growing programming segment, the stations that have made such impressive capital out of country. We'll also try to tell the *why*.

If you care about country music or radio, you'll want to read the September 18 issue. If you *are* country music or radio, you'll want our readers to read about you. Deadline for advertising: September 11.

**You belong
in Broadcasting**
Sep 18

San Juan, Mayaguez and Ponce, all Puerto Rico (Telesanjuan Inc. (WTSJ(TV), WMGZ(TV), WPSJ(TV))), TV proceeding, denied motion by Telesanjuan Inc. for change in hearing dates (Docs. 19353-5). Action July 31.

Network affiliations

ABC

■ **Formula:** In arriving at clearance payments ABC multiplies network's station rate by a compensation percentage (which varies according to time of day) then by the fraction of hour substantially occupied by program for which compensation is paid, then by fraction of aggregate length of all commercial availabilities during program occupied by network commercials. ABC deducts 2.05% of station's network rate weekly to cover expenses, including payments to ASCAP and BMI and interconnection charges.

■ **WBFF-TV Baltimore (Chesapeake Engineer Placement Service Inc.)**—Agreement dated May 15, effective Nov. 14, 1971, through Sept. 1. Programs delivered to nearest ABC service point. Network rate \$170; compensation paid at 30% prime time.

CBS

■ **Formula:** Same as ABC.

■ **WKBD-TV Detroit (Kaiser Broadcasting Corp.)**—Agreement dated Feb. 14. Network rate \$428; compensation paid at 30% prime time.

■ **KIRO-TV Seattle (KIRO Inc.)**—Agreement dated May 7, effective April 31 through March 31, 1974. First call right. Network rate \$1,029; compensation paid at 32%.

New AM stations

Other action

■ **Review board in Sumiton, Ala., AM proceeding,** granted request by Sumiton Broadcasting Co. for an extension of time through August 18 to file exception to initial decision and through September 8 to file replies to exceptions. In initial decision, released May 26, examiner recommended denying Sumiton's application for a new AM on 1540 khz at Sumiton (Doc. 18204). Action Aug. 4.

Existing AM stations

Application

■ **WIGO Atlanta**—Seeks CP to move trans. site to Fair Street and Vine, S.W., Atlanta. Ann. Aug. 7.

Final actions

■ **KVOY, Yuma, Ariz.**—Broadcast Bureau granted CP to increase daytime power to 1 kw and install new trans. Action Aug. 2.

■ **KBTR Denver**—FCC temporarily stayed assignment of license to Mission Denver Co. to permit Colorado Citizens for Broadcasting and other Denver community organizations to apply for judicial stay of assignment. Action Aug. 2.

■ **WMYB Myrtle Beach, S.C.**—Broadcast Bureau granted request that trans. and main studio location be redefined as: 2801 Oak Street; remote control permitted from main studio location. Action July 20.

Other actions

■ **Review Board in WYNX, Smyrna, Ga.,** transfer proceeding denied application for transfer of control of Jonquil Broadcasting Co., licensee, from Laurence N. Polk, Jr. to Times-Journal Inc., and M. W. Kinney, Jr. (Doc. 18784). Application was designated for hearing on issues including determination whether grant of application would cause undue concentration of control of mass media in Smyrna. In initial decision released July 1, 1971, Hearing Examiner Forest L. McClenning proposed denial of application stating it would result in "undue concentration of control of local mass media" in Smyrna and surrounding area. Board said that it had found Examiner McClenning's findings to be "substantially accurate and his conclusions persuasive."

■ **Review Board in Springfield and Joplin, both Missouri, AM proceeding,** granted A-W Broadcasting Co. and Queen City Broadcasting Co. extension of time through August 3 to file joint reply to Broadcast Bureau's motion to strike. Proceeding involves applications by petitioners for new AM's on 1550 khz at Springfield, and by William B. Neal for change in facilities of KQYX on 1560 khz from 250 w to 10 kw DA-D at Joplin (Docs. 19480-2). Action Aug. 1.

New FM stations

Applications

■ ***Costa Mesa, Calif.**—Associated Student Body of Orange Coast College. Seeks 90.9 mhz, 10 w. HAAT 76 ft. P.O. address 2701 Fairview Road, Costa

Summary of broadcasting

Compiled by FCC July 31, 1972

	Licensed	On air STA*	CP's	Total on air	Not on air CP's	Total authorized
Commercial AM	4,352	4	18	4,374	49	4,423 ¹
Commercial FM	2,311	1	51	2,363 ²	116	2,479
Commercial TV-VHF	504	1	6	513 ³	13	524 ²
Commercial TV-UHF	184	0	7	181 ³	60	251 ³
Total commercial TV	687	2	12	701	73	774
Educational FM	509	0	17	526	79	605
Educational TV-VHF	86	0	3	89	3	92
Educational TV-UHF	119	0	6	125	11	136
Total educational TV	203	3	10	214	13	227

* Special Temporary Authorization.

¹ Includes 25 educational AM's on nonreserved channels.

² Includes 15 educational stations.

³ Indicates four educational stations on nonreserved channels.

Mesa 92626. Estimated construction cost \$4,720; first-year operating cost \$1,000; revenue none. Principals: Horace Parker, president, board of trustees, et al. Ann. July 21.

■ ***Orlando, Fla.**—Florida Central East Coast Educational Television Inc. Seeks 90.7 mhz, 100 w. HAAT 1,117 ft. P.O. address 2908 West Oak Ridge Road, Orlando 32809. Estimated construction cost \$138,360; first-year operating cost \$51,520; revenue none. Principals: Mrs. Bert E. Roper, Ronald Morrisseau, et al. Mrs. Roper is president. Mr. Morrisseau is executive vice president and general manager. Ann. July 28.

■ **Georgetown, Ky.**—Central Kentucky Broadcasters Corp. Seeks 103.1 mhz, 3w. HAAT 300 ft. P.O. address Box 516, Georgetown 40324. Estimated construction cost \$28,915; first-year operating cost \$11,680. Principals: Robert E. Johnson, president (100%). Mr. Johnson owns WAXU(AM) Georgetown. Ann. Aug. 3.

■ ***Grayson, Ky.**—Kentucky Christian College. Seeks 91.5 mhz, 10 w. HAAT not applicable. P.O. address College and Landsdown Avenues, Grayson 41143. Estimated construction cost \$18,650; first-year operating cost \$8,500; revenue none. Principals: J. Lowell Lusby, president, board of trustees, et al. Ann. July 28.

■ ***Pineville, Ky.**—Clear Creek Baptist School. Seeks 89.5 mhz, 3.6 w. HAAT 744 ft. P.O. address c/o M. Aldridge, Clear Creek Baptist School, Pineville 40977. Estimated construction cost \$21,570; first-year operating cost \$10,000; revenue none. Principals: D. M. Aldridge, president, board of trustees, et al. Ann. Aug. 3.

■ ***North Adams, Mass.**—North Adams State College. Seeks 91.3 mhz, 10 w. HAAT not applicable. P.O. address Church Street, North Adams 01247. Estimated construction cost \$4,255; first-year operating cost \$2,000; revenue none. Principals: Dr. James T. Amsler, president of college, et al. Ann. Aug. 3.

■ **Tisbury, Mass.**—Wasque Corp. Seeks 95.9 mhz, 3 kw. HAAT 279 ft. P.O. address Edgartown Road, Tisbury 02568. Estimated construction cost \$48,603; first-year operating cost \$64,226; revenue \$75,000. Principals: J. Robert Windsor, president (8.3%), et al. Mr. Windsor, formerly, news correspondent for ABC News, New York, is employed by Watchguard Corp. alarm systems company in Edgartown, Mass. Ann. Aug. 3.

■ ***St. Louis—Montgomery-Hyde Park Neighborhood Advisory Council Inc.** Seeks 89.9 mhz, 10 w. HAAT 347 ft. P.O. address 2505 St. Louis Avenue, St. Louis 63106. Estimated construction cost \$1295; first-year operating cost \$3056; revenue none. Principals: Dr. Bobby Westbrook, et al. Dr. Westbrook, action chairman, is chiropractor. Ann. July 28.

Actions on motions

■ **Chief Hearing Examiner Arthur A. Gladstone in Ogallala, Neb. (Industrial Business Corp. and Ogallala Broadcasting Co.) FM proceeding,** designated Hearing Examiner Frederick W. Denniston to serve as presiding officer; scheduled prehearing conference for Sept. 8 and hearing for Oct. 24 (Docs. 19559-60). Action July 28.

■ **Hearing Examiner Isadore A. Honig in Rochester and Henrietta, both New York (Auburn Publishing Co., et al.) FM proceeding,** granted petition by Auburn Publishing Co. for leave to amend application, to reflect election on June 6 of John F. Bertram as director to fill vacancy, reopened record to accept amendment and reclosed record (Docs. 18674-76). Action July 28.

■ **Hearing Examiner Herbert Sharfman in Southern Pines, N.C. (William R. Gaston and The Sandhill Community Broadcasters Inc.) FM proceeding,** on request of Gaston, scheduled prehearing conference for August 9 (Docs. 19349-50). Action July 28.

■ **Hearing Examiner James F. Tierney in Harriman,**

Tenn. (Folkways Broadcasting Co. and Harriman Broadcasting Co.) FM proceeding, on request of Folkways Broadcasting Co., extended to August 11, time to file supplemental proposed findings and conclusions and to August 22, time to file supplemental reply findings; and by separate action reopened record; granted petition by Folkways for leave to amend application to reflect shares of non-common voting stock being held by bank as security for loan and ownership interest of Folkways' president in corporate broadcast licensee in Bluefield, Va. and closed record (Docs. 18912-3). Action Aug. 1.

Other actions

■ **Review Board in Sun City, Ariz., FM proceeding,** denied request by Alvin L. Korngold, applicant for new FM in Sun City, for enlargement of issue against Sun City Broadcasting Corp., competing applicant for same facilities (Docs. 19087-8). Korngold asked for addition of nine issues against Sun City, including strike issue and issues inquiring into alleged ineptness and misrepresentation. Action July 31.

■ **Review Board in Sacramento, Calif., FM proceeding,** granted joint request by California Stereo Inc. and Interstat Inc. for further extension of time to August 28 to file oppositions to petitions by California Stereo and Interstat to enlarge issues, and request by Interstat for extension of time to September 7 to file reply to Broadcast Bureau's opposition. Proceeding involves mutually exclusive applications of California Stereo and Interstat for new commercial FM on ch. 293 at Sacramento (Docs. 19515-6). Action August 1.

■ **Review Board in Berwick, Pa., FM proceeding,** denied petition by Berwick Broadcasting Corp. for reimbursement of out-of-pocket expenses incurred in preparation of application for FM CP (Doc. 17884). Action Aug. 1.

Existing FM stations

Final actions

■ **KFAC-FM, Los Angeles**—Broadcast Bureau granted CP to change trans. location (same site); install new trans. and new ant.; make changes in ant. system; ant. height 2,820 ft.; ERP 41 kw; remote control permitted. Action Aug. 4.

■ ***WVVS(FM) Valdosta, Ga.**—Broadcast Bureau granted CP to change frequency to 90.9 mhz, ch. 214; install new trans. and ant.; make change in ant. system; ERP 130 w.; ant. height 68 ft. Action July 31.

■ **WROA-FM, Gulfport, Miss.**—Broadcast Bureau granted CP to change trans. location and studio location to six miles north of downtown on Klein Road ¼ mile from intersection at Connie Drive, Gulfport; make changes in ant. system; ERP 3 kw; ant. height 300 ft. Action Aug. 2.

■ **WHIL-FM, Medford, Mass.**—Broadcast Bureau granted CP to change trans. location to Prudential Center, Boston; install new trans. and ant.; ERP 21 kw; ant. height 710 ft.; remote control permitted. Action Aug. 1.

■ ***WRTI(FM) Philadelphia**—Broadcast Bureau granted license covering changes; ERP 5 kw; ant. height 400 ft. Action July 31.

■ **KHCB-FM, Houston**—Broadcast Bureau granted CP to install new trans. and new ant.; ERP 100 kw; ant. height 370 ft.; remote control permitted. Action Aug. 4.

■ **KMIO(FM), Sinton, Tex.**—Broadcast Bureau granted mod. of license covering change of studio location to trans. site 3.2 miles south-southwest of Taft, Tex. Action July 28.

Initial decision

■ **Hearing Examiner Isadore A. Honig proposed in**

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initial decision, maximum forfeiture of \$10,000 against Western Connecticut Broadcasting Co., licensee, WSTC-AM-FM Stamford, Conn., for censorship of political broadcasts in 1969 Stamford mayoralty election, in violation of Communications Act and FCC rules (Doc. 19043). Action Aug. 4.

Designated for hearing

■ WOTW-AM-FM Nashua, N.H.—FCC set for hearing license-renewal applications of Eastminister Broadcasting Corp., licensee, designating nine issues for proceeding, including fraudulent billing practices and logging violations. Action Aug. 2.

Renewal of licenses, all stations

■ Broadcast Bureau granted renewal of licenses for the following translator stations (all Montana): K75AZ, K80AX and K82AO, all Big Fork; K72AM, K74DW and K78AM, all Toole, Liberty and Glacier counties; K29AA Kalispell; K70EZ and K74BL, both Lewistown; K75CL rural area around Forsyth; K70EW, K72AI, K75BV and K78AI, all Libby; K70ER Castle Rock and Lame Deer; K73BN Nashua; K75CT Nashua, Fort Peck and rural area; K77AY Nashua; K79AV Nashua and Fort Peck; K05EI and K12HX, both Absarokee; K04GE Baker; K07HW Webster; K08EV, K10AA and K12AB, all Baker; K071P, K10BK and K12BJ, all Big Sandy; K11CH Birney; K05EE Big Arm, Elmo, Dayton and Rollins; K07EN and K11KE, both Somers; K09II and K11IM, both Sweetgrass, West Butte, Sunburst and Border Field; K07BM, K10HD and K13KP, all Boulder; K13HX Box Elder; K03CS, K06AA and K07AI, all Broadus; K10AC and K12CQ, both Broadus rural area; K02AO Rexford-Gateway area; K02BT, K04AN and K06DT, all Chinook, Zurich, Fairview and Clear Creek; K10AT Circle, Sheep Mountain, Brockway and Washington School; K13BC Circle and Brockway; K08DT, K10DX and K12DJ, all Conrad; K10HB and K12HP, both Denton; K10HI Drummond, New Chicago, Hall Willow Creek rural area; K10HK and K13EJ, both East Glacier Park; K09EN Eagleton, Illiad, Hopp and Spring Coulee; K07AL and K13AC, both Fort Benton; K06EB Sand Springs community, Lodge Pole and Calf Creek community; K09HI and K11HE, both Jordan, Black Butte community, Edwards and Brustet; K10AU North Fork Lodgepole Creek and Steve's Fork Creek community; K13HK Sand Springs community; K08GK Lake Helena, Helena, East Helena and Fort William Henry Harrison; K07GH Geraldine; K09FS Montana Power (North Camp); K06FU and K12HB, both Ryegate; K12EQ Harlem; K10AX and K13BE, both Harlowton; K09HZ Havre; K10FI Helena; K07DI Rock Creek, Vandalia and Hinsdale; K13JO Hinsdale and north rural; K05 Hot Springs and rural area east of Hot Springs in Sanders county; K11IL Bitterroot, Camas Prairie, Hot Springs and Niarada; K08GE Jackson and rural area northwest of Jackson; K04GN and K06GX, both Judith Gap and north rural area; K10HL Virginia City; K09KH Watkins, McAllister, Ennis and rural area southeast of Ennis; K10HZ Pony; K11IJ East Missoula and Upper Rattlesnake area; K09KE, K11KP and K13KV, all Bull Lake Valley near Troy; K05BL and K13DF, both Lame Deer; K07AM and K11AD, both Loma; K11CI Madison Valley, Bear Creek Valley, Varney area and Ennis; K06AS Martinsdale, Mud Creek area and Lennep; K12BB Lennep and Martinsdale; K09JY Glendive; K13IX Lewistown; K06CD, Sayle, Quietus, Otter and Pasaic, Wyo.; K05EH, K07JK and K10AH, all Paradise Valley, Miner Basin and Emigrant; K09CP, K11CW and K13DJ, all Livingston; K06FI Saco, Hinsdale rural area, rural area west and rural area north of ant. site; K07IB Wynot, Whitewater, Lovejoy and Loring; K07IC rural area northeast of Malta, Malta Strater, Wagner and rural area northwest of Malta; K08FS Dodson and Wagner; K09BX Saco, Hinsdale rural area, rural area west and rural area north of ant. site; K09JG Loring, Turner, north rural and east rural; K10FC Dodson and Wagner; K11GX Wynot, Whitewater, Lovejoy and Loring; K11IH Malta, Strater, Wagner rural area northeast and rural area northwest of Malta; K12FB Saco, Hinsdale rural area, west rural area (of ant. site) and north rural area (of ant. site); K12GP Dodson and Wagner; K13DU Wynot, Whitewater, Lovejoy and Loring; K13GP rural area northeast of Malta, Malta and Strater, Wagner and rural area northwest of Malta; K07IK and K11EM, both Glen Lake area; K07CH and K11JP, both Plains; K07FS Plevna, Fallon Creek area, Lame Jones area and Willard area; K09IV Plevna; K07HG and K11HO, both Polson; K13JU Richey; K13IG Sidney and Fairview; K11FS and K13AN, both Roundup; K11HN Roy, Mo-bridge area, Horse Ranch area, area west of Fergus; K06BG Fargo Armellies area, Indian Butte area, rural area east of Roy and Bear Creek area; K09CB Horse Ranch area and Roy; K05DS and K10HM, both St. Regis; K08DQ and K10EC, both Shelby; K10BP Upper Shields River, Porcupine Bend, Clyde Park, Flat Head Creek; K11GE and K13FW, both Cooke City and Silver City; K09BR Fairview community and Chinook; K06AC and K11EK, both Volborg; K07AV and K11AQ, both Stanford; K09AU Sula; K09EE and K11FF, both Superior; K06EL rural area of Swan River and Swan Lake; K10AS and K13BD, both Big Timber and Boulder Creek area, Otter Creek and Big

Timber Creek area and Melville; K07FL, K09FQ and K11FQ, all Thompson Falls and Thompson River area; K07EJ and K13KH, both Townsend; K10BO Trident; K08GU, K10HA and K12HO, all Trout Creek, Heron and Noxon; K08BG, K10AF and K12AA, all Troy; K11FX Big Elk Valley, Lebo Valley and Two Dot; K07FV Darby and Conner; K09JN, K11GA and K13KA, all Valier; K04FI Tampico and rural area; K05CD Haxby; K07JG Glasgow and rural area; K09HY, K11IA and K13IB, all King Springs, Galpin, Glasgow and Tampico; K04DU DeBorgia; K11JH and K13JN, both West Yellowstone, Hebgan Dam resort, Madison Arm community summer homes and summer home area; K10DA and K12FD, both Winnett; K09IN Wise River; K10CB and K13CF, both Wyoila and Upper Little Horn Valley; K75AW Malta; K79AY and K82BL, both Phillips county. Actions July 31.

■ Broadcast Bureau granted renewal of licenses for following stations (all Delaware) and co-terminating auxiliaries and SCA when appropriate: WTUX, WJBR(FM), WSTW(FM) and *WMPH(FM), all Wilmington; WDSDF(FM) and WDOV, both Dover; WTHD Milford; WSUX Seaford, and WSEA(FM) Georgetown. Actions July 31.

■ Broadcast Bureau granted renewal of licenses for WARM Scranton and WSBA-FM York, both Pennsylvania (subject to outcome of pending civil antitrust action in which licensee, Susquehanna Broadcasting Co., is defendant), and WTPA-FM-TV Harrisburg, Pa. (subject to outcome of pending civil antitrust action in which Samuel I. Newhouse, one of principal owners of stations, is defendant). Action July 31.

■ Broadcast Bureau granted renewal of licenses for the following stations (all Pennsylvania) and co-terminating auxiliaries and SCA when appropriate: WASP Brownsville, WATS Sayre, WAVL Apollo, WAYZ-AM-FM Waynesboro, WAZL Hazelton, WBAX Wilkes-Barre, WBLF Bellefonte, WBPZ-AM-FM Lock Haven, WBRF-FM Wilkes-Barre, WBRX Berwick, WBUT-AM-FM Butler, WBVP-FM Beaver Falls, WBVO(FM) Boyertown, WBZY New Castle, WCBG Chambersburg, WCCK(FM) Erie, WCDL-AM-FM Carbondale, WCHA Chambersburg, WCHE West Chester, WCPA-AM-FM Clearfield, WCTX(FM) Palmyra, WDAD Indiana, WEDA-FM Grove City, WEEP-FM Pittsburgh, WEEU Reading, WEEZ-AM-FM Easton, WEND Ebensburg, WESA-FM Charleroi, WESB Bradford, WEST-AM-FM Easton, WFAF Farrell, WFEM(FM) Ellwood City, WFRA Franklin, WFRM Coudersport, WGAL-FM Lancaster, WGBI-AM-FM Scranton, WGCN-FM Wellsboro, WGET-FM Gettysburg, WGRM-FM Tyrone, WCPA-AM-FM Bethlehem, WGRP-AM-FM Greenville, WWSA Ephrata, WHGM(FM) Bellwood, WHLM-AM-FM Bloomsburg, WHOL Allentown, WHP-AM-FM Harrisburg, WHVR Hanover, WHYL-FM Carlisle, WHYP-AM-FM North East, WIOV(FM) Ephrata, WISL-AM-FM Shamokin, WIYQ(FM) Ebensburg, WJNL-AM-FM Johnstown, WJSM-AM-FM Martinsburg, WJUN Mexico, WKAP Allentown, WKBI-FM St. Marys, WKST New Castle, WLAN-FM Lancaster, WLEM Emporium, WLSH Lansford, WLYC-FM Williamsport, WMGW Meadville, WMIM Mt. Carmel, WMRF-AM-FM Lewistown, WMSP(FM) Harrisburg, WNBTV Wellsboro, WNCN Barnesboro, MNOW-FM York, WNUF(FM) New Kensington, WOKU-FM Greensburg, WPAM Pottsville, WPAZ Pottstown, WPDC-FM Elizabethtown, WPFL-AM-FM Montrose, WPGM-AM-FM Danville, WPHB Philipsburg, WQMU(FM) Indiana, WRAK-AM-FM Williamsport, WRAW Reading, WRFY-FM Reading, WRSC State College, WSAJ Grove City, WSKE Everett, WTAE-AM-FM Pittsburgh, WTVT Titusville, WTRN Tyrone, WVCC(FM) Linesville, WVCD(FM) Hazelton, WVFN(FM) Somerset, WVPO-AM-FM Stroudsburg, WVSC-FM Somers, WWBR Windber, WWCH Clarion, WWFM(FM) Erie, WWGO Erie, WWML Portage, WWPA Williamsport, WWSE Loretto, WYCR(FM) York-Hanover, WYNS Lehigh, WZPR(FM) Meadville, WBRE-TV Wilkes-Barre, WDAU-TV Scranton, WGAL-TV Lancaster, WICU-TV Erie, WJET-TV Erie, WSEE(TV) Erie, *WARC(FM) Meadville, *WBMR(FM) Telford, *WDFM(FM) State College, *WESS(FM) East Stroudsburg, *WGEV(FM) Beaver Falls, *WHHS(FM) Havertown, *WITF-FM Hershey, *WIUP-FM Indiana, *WJRH(FM) Easton, *WKDU(FM) Philadelphia, *WKPS(FM) New Wilmington, *WMUH(FM) Allentown, *WNTE(FM) Mansfield, *WPWF(FM) Philadelphia, *WQSU(FM) Selinsgrove, *WRKC(FM) Wilkes-Barre, *WRTI(FM) Philadelphia, *WSAJ-FM Grove City, *WTGP(FM) Greenville, *WVBU-FM Lewisburg, *WVIA(FM) Scranton, *WXAC(FM) Reading, *WXP(FM) Philadelphia, *WLVT-TV Allentown, *WPSX-TV Clearfield, *WQLN-TV Erie, *WUHY-TV Philadelphia, WILK Wilkes-Barre. Actions July 31.

Modification of CP's, all stations

■ KEWE(FM) Camarillo, Calif.—Broadcast Bureau granted mod. of CP to change studio location to 2195 Ventura Boulevard, Camarillo; change remote control to 65 Palm Drive, Camarillo; install new

trans.; make changes in ant. system; ant. height 155 ft. Action Aug. 4.

■ *KPBS-TV San Diego—Broadcast Bureau granted mod. of license covering change in name to The Board of Trustees, The California State University and Colleges for California State University, San Diego. Action Aug. 1.

■ WWCW(FM) Albany, Ga.—Broadcast Bureau granted mod. of CP to change trans. location (same site); make change in ant. system; ERP 3 kw; ant. height 300 ft.; remote control permitted. Action Aug. 1.

■ WSJV(TV) Elkhart, Ind.—Broadcast Bureau granted mod. of CP to extend completion date to Feb. 1, 1973. Action Aug. 1.

■ WMPB Memphis—Broadcast Bureau granted mod. of CP to use fifth tower for daytime non-directional operation; condition. Action July 28.

■ *KCPS(FM) Tacoma, Wash.—Broadcast Bureau granted mod. of CP to change transmission line; ERP 30 kw. Action July 28.

Translator actions

■ Great Bend, Kan., Rice County Broadcasting Co.—Broadcast Bureau granted CP for a new FM translator to serve Great Bend on ch. 257, 99.3 mhz, by rebroadcasting programs of KLOO(FM) ch. 288 (105.5 mhz), Lyons; condition. Action July 27.

■ K75BV Libby, Mont.—Broadcast Bureau granted license covering changes for UHF TV translator station. Action July 31.

■ W09AV Asheville, N.C.—Broadcast Bureau granted CP to change frequency of VHF translator from ch. 9, 186-192 mhz, to ch. 8, 180-186 mhz; change call letters to W08BO. Action Aug. 30.

■ W08BA, Beaver Dam Creek Valley, Elk Mountain, Woodfin and Pine Burr, all North Carolina—Broadcast Bureau granted CP to change frequency of VHF translator from ch. 8, 180-186 mhz, to ch. 9, 186-192 mhz; delete Pine Burr; specify type of trans. and make changes in ant. system. Action Aug. 3.

■ Hettinger, N. Dak., Hettinger TV Association—Broadcast Bureau granted CP for new VHF translator to serve Hettinger on ch. 13 by rebroadcasting programs of KHSD-TV, ch. 11, Lead, S.D. Action July 27.

■ Pine Ridge, S. Dak., Teepee Vision Corp.—Broadcast Bureau granted CP for a new VHF translator to serve Pine Ridge on ch. 2 by rebroadcasting programs of KSTF(TV) ch. 10, Scotts Bluff, Neb. Action July 27.

■ Tabiona, Utah, Duchesne county—Broadcast Bureau granted CP for new FM translator to serve Myton on ch. 237 95.3 mhz by rebroadcasting programs of KSL-FM, ch. 262 100.3 mhz, Salt Lake City; condition. Action July 27.

■ W67AB Sugar Loaf area and Garden City area, both Virginia—Broadcast Bureau granted license covering new UHF translator. Action Aug. 3.

Other actions, all services

■ FCC denied request by Atlanta NAACP and others, asking FCC to inform Georgia licensees that they may refuse to broadcast political advertisements that contain racial slurs. Request was directed against advertisements of J. B. Stoner, Chairman, National States Rights Party, and candidate for U.S. senatorial nomination in Democratic primary. Action Aug. 3.

Ownership changes

Applications

■ KAYL-AM-FM Storm Lake, Iowa—Seeks assignment of license from Cornbelt Broadcasting Co. to Northwest Iowa Broadcasting Corp. for \$420,000. Sellers: O. J. Grau, president, et al. Buyers: Charles Ney (33 1/3%), Paul Benson (33 1/3%), W. J. Hunzelman (16 2/3%) and Kenneth A. Putzier (16 2/3%). Mr. Benson is sales manager for KAYL, and Mr. Ney is announcer for KAYL. Mr. Hunzelman and Mr. Putzier own Hunzelman, Putzier & Co., accounting firm, Storm Lake. Ann. Aug. 1.

■ WFMG(FM) Gallatin, Tenn.—Seeks assignment of license from Music Mountain, USA Inc. to Sumner County Broadcasting Co. for \$161,000. Seller: Mrs. Mary Jo Jones, (51%), executrix of estate of Ellis F. Jones Jr., et al. Buyers: T. B. Perkins, president (17.2%), Mrs. W. H. Baker (28%), R. C. Wood (14.8%), et al. Mr. Perkins owns drugstore in Gallatin. Mr. Wood is president and manager of Ranwood International Inc., Los Angeles, record company. He also owns Randy's

Record Shop, Gallatin, and Wood Enterprises, Los Angeles, recording studio and music company. Buyers own WHIN Gallatin. Ann. Aug. 1.

Actions

- **WQXY-FM Baton Rouge**—Broadcast Bureau granted assignment of license from Sound Dimensions Inc. to Air Waves Inc. for \$175,000. Sellers: Allison R. Kolb, chairman of board, Gulf Union Corp., et al. Gulf Union Corp. owns Sound Dimensions Inc. Buyers: Charles W. Wilson (16.2%), Fred A. Blanche Sr. (16.9%), Donald G. Welsh (12.2%), et al. Mr. Wilson and Mr. Blanche are attorneys with Watson, Blanche, Wilson, Posner & Thibaut law firm in Baton Rouge. Mr. Welsh owns the Welsh Funeral Home Inc., Baton Rouge. Action July 25.
- **WBRN-AM-FM Big Rapids, Mich.**—Broadcast Bureau granted transfer of control from Dr. John A. and Elaine E. White (jointly 100% before, none after) to John A. White II (none before, 100% after). Sellers: Dr. White is retired physician. Buyer: Mr. White is vice president and general manager, WBRN Inc. Consideration: \$151,200. Action July 25.
- **WWDM(FM) Sumter, S.C.**—Broadcast Bureau granted assignment of license from WFIG Inc. to Gamecock City Broadcasting Inc. for \$22,736. Sellers: Thomas P. Tisdale, president, et al. Buyers: KPLT Inc. (90%) and John Miles (10%). KPLT Inc., licensee of KPLT-AM-FM Paris, Tex., is 90% owned by Clifford Marshall, who is employed by Blackburn & Co., Washington-based media brokers. It is 10% owned by Jeff Methven, who is president of KPLT-AM-FM. Gamecock Broadcasting, licensee of WFIG(AM) Sumter, is 90% owned by KPLT Inc. and 10% owned by John Miles, who is vice president and general manager of WWDM. Action July 31.

Cable

Final actions

- **Clinton Cable TV Co., Clinton, Ind.**—CATV Bureau dismissed request for order to show cause, filed March 1, by Illiana Telecasting Corp., licensee, WTWO(TV) Action Aug. 2.
- **Frostburg Cable Television Inc. Frostburg, Md.**—CATV Bureau dismissed as moot request for ruling, filed July 21, 1970. Action Aug. 2.
- **Princess Anne CATV Inc. Princess Anne, Md.**—CATV Bureau dismissed complaint and request for permanent and temporary relief, filed June 28, 1971, and motion for summary judgment, filed Sept 8, 1971, by Maryland Public Broadcasting Commission, licensee, WCPB(TV). Action Aug. 2.
- **Tele-Media Corp. of Ohio, North Kingsville, Ohio**—CATV Bureau dismissed petition for special relief; opposition to importation notice; and invocation of Section 74.1105(c) Stay, filed March 24 by Vindicator Printing Co., licensee, WFMJ-TV. Action Aug. 2.
- **Duncan, Okla.**—FCC directed Cablevision of Duncan, operator of CATV system to comply within 30 days with requirements of rules by providing program exclusivity to KAUZ-TV Wichita Falls, Tex., and KSWO-TV Lawton, Okla. Action Aug. 2.

Action on motion

- **Hearing Examiner Frederick W. Denniston** in Fresno, Madera and Clovis, all California (Fresno Cable TV Co.) CATV Proceeding, terminated proceeding (Docs. 18130-2). Action July 31.

Cable actions elsewhere

The following are activities in community-antenna television reported to BROADCASTING through Aug. 8. Reports include applications for permission to install and operate CATV's, changes in fee schedules and franchise grants. Franchise grants are shown in *italics*.

- **Dade City, Fla.**—Florida Commercial Electronics Inc. has applied for franchise.
- **Dunnellon, Fla.**—Blue Run Cable TV Inc. has been awarded 15-year franchise. Maximum installation charge will be \$25; monthly service fee will be \$6. Firm will pay city 2% of gross revenues from subscribers over \$50,000.
- **Gary, Ind.**—Gary Communications Group Inc. has applied for franchise.
- **Ankeny, Iowa**—Hawkeye Cablevision Inc., Des Moines, has been awarded 10-year franchise. City will receive 5% of gross receipts. Installation fee will be \$12.50 with \$5 monthly charge.
- **Topeka, Kan.**—Cablecom General of Topeka (owned by multiple-CATV owner Cablecom General Inc.) has been awarded franchise.
- **Wichita, Kan.**—Community Antenna Television of Wichita Inc. has applied for nonexclusive 15-year franchise.
- **Berwick, Me.**—Town and Continental Cablevision Co. of Dover has been awarded 10-year franchise. Monthly rate will be \$5.25; installation will cost \$9.95.
- **Hart, Mich.**—Cass Cable TV Co. of Whitehall and Ludington Cable Vision Inc. have applied for franchises.
- **Marquette, Mich.**—Telesystems Inc. has been awarded 10-year nonexclusive franchise.
- **Sleepy Eye, Minn.**—Jerry De Sutter has applied for franchise. Mr. De Sutter proposes installation fee of \$15 and \$6 monthly service charge.
- **Norfolk, Neb.**—Future Cable Communications of America Inc. has applied for franchise.
- **Union township, N.J.**—Cable Haven TV of Stafford township has been awarded franchise.
- **Belen, N.M.**—New Mexico Cable Systems has applied for franchise. Firm would charge \$30 for installation and \$6.95 per month.
- **Groton, N.Y.**—Transfer of 20-year franchise from Ostrander TV & Cable Inc. to Cerrace Television Corp. has been approved by Groton village board. Also approved was increase in subscriber fee from \$4.50 to \$5. Village will receive 1% of gross income.

■ **New York**—Following firms have applied for franchises in various portions of New York City: CATV Enterprises Inc., Orth-O-Vision, Knickerbocker Communications Corp., CATV Associates Inc., JWU Cable Television Inc., New York CATV Cable Co., Bartell Cable TV Systems Inc., Integrated CATV Inc., Commonwealth Cablevision of Queens, RKO General Inc., (multiple-CATV owner), Skiatron Electronics and Television Corp., Sullivan Metropolitan Cable Inc., Teleglobe Cosmotronics Corp., Warner Bros.-Seven Arts and Comtel Inc. Installation fee would be \$9.95; service charge, \$5 monthly. Both would pay city 3% of gross receipts.

- **Walhalla, N.D.**—Ray Gordon of Langdon, N.D., and David Ramage of Grand Forks, N.D., have been awarded franchise.
- **Celina, Ohio**—Omega Communications Inc. and Telemedia Corp. have applied for franchises. Omega would charge \$5.95 per month; Telemedia, \$4.95. Both would pay city 3% of gross receipts.
- **Urbana, Ohio**—Omega Communications Inc., Indianapolis, has been awarded exclusive franchise. City will receive 3% of gross receipts first year, 1% every year thereafter. Subscribers would pay \$10 for installation and \$5.95 per month.
- **Warren, Ohio**—Mahoning Valley Cablevision Inc. has been awarded 15-year franchise. Firm will charge \$5.50 per month and pay 5% of gross revenues to city.
- **Annaville township, Pa.**—Lebanon Valley Cable Co. has been awarded franchise.
- **Jamestown borough, Pa.**—Allegheny Valley Cable TV has been awarded franchise. Installation fee will be \$25 for tenants; \$15 for homeowners; monthly fee will be \$6. Borough council will receive 1% of gross receipts.
- **Lower Millford township, Pa.**—Service Electric Cable TV Inc. has been awarded franchise.
- **Mercer borough, Pa.**—Shenango Cable T.V. Inc. has been awarded exclusive franchise. Firm will charge \$4.95 per month.
- **Rimersburg, Pa.**—Allegheny Valley Cablevision Co. has been awarded 10-year franchise. Installation has been set at \$10 for homeowners and \$25 for tenants. Monthly rate will be \$5.
- **Rhode Island**—Following firms have applied for franchises for entire state or for certain areas: Narragansett Cablevision Corp., Westerly Cable Television Inc., Rhode Island CATV Corp., Massasoit CATV Inc., Piantation CATV Co., Rollins Inc. (multiple-CATV owner), Columbia CATV Inc. and Vision Cable of Rhode Island Inc., owned by Providence Journal Co. (*Providence Journal-Bulletin*, WEAN[AM]-WPJB-FM Providence).
- **Bellaire, Tex.**—Joint venture agreement between Cable Communications Corp. and Gulf Coast Cable Television to build system in Bellaire has been approved by city council. Under agreement, Cable Communications will transfer 80% of its franchise to Gulf Coast, which will construct and operate system in cooperation with multiple-CATV-owner Communications Properties Inc.
- **Neeah, Wis.**—Marcus CATV has been awarded franchise.

Classified Advertising

Payable in advance. Check or money order only.

Copy: Deadline is Monday, for the following Monday's issue. Copy must be submitted by letter or wire; no telephoned copy accepted.

Replies should be addressed to Box Number, c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

Applicants: If tapes or films are submitted, please send \$1.00 for each package to cover handling charge. Forward remittance separately. All transcriptions, photo, etc., addressed to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Rates, classified listings ads:

- Help Wanted, 30¢ per word—\$2.00 minimum.
- Situations Wanted, 25¢ per word—\$2.00 minimum.
- All other classifications 35¢ per word—\$4.00 minimum.

—Add \$1.00 for Box Number per issue.

Rates, classified display ads:

- Situations Wanted (Personal ads) \$25.00 per inch.
- All others \$40.00 per inch.
- 5" or over billed at run-of-book rate.

—Stations for Sale, Wanted to Buy Stations, Employment Agencies and Business Opportunity advertising requires display space.

Agency Commission only on display space.

RADIO

Help Wanted Management

Major Southeastern AM station is seeking an experienced manager. This is an excellent opportunity with a major station owner. Programming and sales background essential. Please submit resume to Box H-31, BROADCASTING.

An excellent facility in a beautiful Midwest city needs leadership. Can you take charge and turn a station around? If your resume and personal interview show you can, you will join a solid, growing broadcast company. Write Box H-38, BROADCASTING.

Opportunity for sales oriented general manager. Must be good administrator with thorough knowledge of FCC rules. Ohio station. Equal opportunity employer. Box H-87, BROADCASTING.

General Manager AM in small Midwestern market. Must be heavy in sales, community minded, self starter and able to take full charge of profitable operation. Excellent opportunity and ideal community to live and raise family. Send resume to Box H-109, BROADCASTING.

Management

Continued

Station Manager or sales manager for large metropolitan city. Must have knowledge of Spanish. Unusual opportunity for advancement. Send resume and salary requirements to Box H-131, BROADCASTING.

Tundra Opportunity. Bethel Broadcasting, Inc., with a rural Alaska regional public radio station, and just bringing regional ETV on line, needs a manager. This exciting job on the Yukon-Kuskokwim River Delta constitutes an exciting professional challenge. Salary DOE. Send resume to Andy Edge, Acting General Manager, Bethel Broadcasting, Inc., Box 37, Bethel, Alaska 99559.

Successful CW station needs experienced, sales conscious GM. \$15,000 plus. Write: Personnel Mgr., Box 1209, Mt. Vernon, Ill. 62864 or call 618-242-4023.

General Manager. Tremendous opportunity to manage WNAD, Norman, Oklahoma. One of the fastest growing markets in the nation. For details, call John Borders or Gene Ashcraft, (817) 737-6631. Only those with outstanding qualifications need apply.

Sales

GM AM/FM major Southeastern market, top administrator with proven heavy sales background. New expanding group operation. Salary incentive. Box H-69, BROADCASTING.

Top rated station in a major Western market with a great climate looking for a go-getter. Should have about 5 years radio sales experience, and a burning desire to make \$15,000 or more annually. No desk jockeys. Reply Box H-79, BROADCASTING.

Salesman trainee for sales manager opening in radio, TV, CATV chain. Can lead to station management. Send resume, references and picture. Box H-97, BROADCASTING.

Aggressive sales manager. Knowledge of Spanish. Salary and incentive. Fine opportunity. Send resume and salary requirements to Box H-132, BROADCASTING.

Opening to be chief salesman and head up department for 50 KW FM Stereo Class C far reaching, rural radio station (400 ft. tower on hill) about a year old. Experience valuable, but should be young and energetic. Liberal opportunities for top executive future with company; bonuses for doing good job, including equity in company. For details write "Voice of the Prairies," KCGM, Scobey, Mont. 59263.

Good opportunity—established station. Salary, commission. Need resume, sales record. KFRO, Longview, Texas 75601.

Immediate opening—experienced salesman with the areas fastest growing radio station. WCCC AM-FM, Harford. 203-549-3456.

Central Florida. Full-time MOR station, owned by major group, has opening for a quality-oriented salesman with the ambition and drive it takes to make it to the top. For a confidential discussion of your abilities and the opportunity available, contact Jerry Norman, Vice-Pres. Gen'l Mgr., WBJW, 222 Hazard St., Orlando, Florida. 305-425-6631.

Sales manager: We want a dynamic street salesman to head up our sales staff. As sales manager, he must be the top producer of his sales force. Five figure salary plus override, plus benefits. Contact Mr. Mike Blumberg, General Manager, Radio Station WEST at 203-521-1550, Hartford, Conn.

Central Jersey 5 KW seeks experienced, knowledgeable account exec. Opportunity open to lead department. EOE. Reply in confidence with resume and salary requirements to M. Lieberman, General Manager, WHLW, Lakewood, New Jersey 08701.

Top rated adult appeal station has generous guarantee plus commission and complete benefits for experienced, successful salesman who wants a chance to move into management and ownership. Apply to WITL, Box 1010, Lansing, Mich., a Mid-West Family station.

New England Broadcasting Company has opening for a salesman at WSRO, Marlboro, Massachusetts, affluent suburban market, quality operation. Contact Tom McAuliffe, (617) 485-1470.

Announcers

Experienced announcer Update New York. Salary open. Send resume and tape to Box G-266, BROADCASTING. Equal Opportunity Employer.

Small market Kansas station on upswing. Opportunity for personable man in all-around board work, news gathering, play-by-play sports. Tell us all. Box G-273, BROADCASTING.

Morning jock and music director. Rock up-tempo. Major market. Must be able to "reach" and hold audience. Experienced with record of stability. To \$18,000 start. Need tape, picture, resume and references. H-33, BROADCASTING.

We have: A large chain of radio stations; new control and production rooms, fully equipped; a great climate (central Florida); super working conditions; all company benefits, including life-health insurance; a 40 hour week and a progressive MOR format. The job is yours . . . if you have: The ability to communicate! To be able to talk to people, not at them. You must realize that to be good you must work hard at it. No prima donnas, please. Big voice not necessary but a human voice a must . . . let's talk . . . let's communicate! Write Box H-51, BROADCASTING.

Top 15 market: Major MOR personality station looking for a real communicator with something to say. We're an equal opportunity employer with a great facility in a great market. Super stable situation, we need you if you're great. Send resume and salary requirement to: Box H-67, BROADCASTING.

Announcers Continued

Immediate opening for versatile, experienced announcer for Mod/MOR format. TV work available. Midwestern states. Send pic, full resume, salary requirements and audition tape to Box H-68, BROADCASTING. An equal opportunity employer.

Want to be a winner? We do! Top chain operation in East changing format and in need of several talented people who aren't afraid of a challenge. Immediate need for mature/funny morning man: afternoon drive/personality and mid-day newsmen. If you have at least 5 years experience and are able to reach an adult contemporary audience, send air check, resume and salary requirements to Box H-98, BROADCASTING.

Wanted—Announcer, experienced or very good beginner to fit into professional sound of MOR and beautiful music from dusk to midnight. Needed late August. Send tape, resume and picture to Ken Smith, KELD, El Dorado, Arkansas 71730.

If you're not worth \$130 per week or more don't apply. Morning announcer or combo with sales or engineer. 5 KW ABC Affiliate. KOLY Radio, Moberg, S.D. 57601.

Need jock from tri-state area who is wizard in production room. Capable of putting some color on the air. Excellent money. Send resume, tape, letter first time to: WAHT, P.O. Box 15, Lebanon, Penna.

Immediate opening for top 40 announcer capable of doing top notch show. Many former announcers completed college here. Use us as a stepping stone for bigger professional career. Forward resume and tape to James E. Ballard, WMJK, Middlesboro, Kentucky 40965.

Looking for a qualified person who can run a new Progressive Rock Show. You will help get the music inventory up-to-date; do a midnight to dawn show; news within your show; a bit of production. You will be operating your own board on a 50,000 watt AM station. You will get \$10,000 per year plus a great benefit plan. You should be into WBCN, Jethro Tull, KSAN, New Riders of the Purple Sage, KFML, John Mayall, KLOS, the Moody Blues and WRPL. A tape & resume which shows you as you are on my desk by August 21, 1972, puts you in contention. Send to: Don Brown, Manager: Programs, WCY Radio, Schenectady, N.Y. 12309. General Electric Broadcasting Company, Inc. Affirmative-action Equal Opportunity Employer.

Announcer with progressive background, music knowledge, and production experience! Send resume, tape, and salary requirements in first letter. Tad Murray, Operations Director, WSAC-AM-FM, Box 70, Fort Knox, Kentucky 40121.

Good opportunity for 1st ticket announcer to become music director. P.D. with morning shift. 314-586-8577 for manager. Modern C&W.

Personality morning man for Top 50 market. Also need authoritative journalist. Send air check, resume and salary needs to: Tom McCoy, Box 12231, Oklahoma City, Okla. 73112.

Technical

Top SE AM-FM Stereo station needs skilled maintenance technician. Applicants must have solid state background; must be thoroughly familiar with stereo and must be broadcast oriented with emphasis on automation. An excellent opportunity with a progressive organization offering numerous benefits. Salary commensurate with ability. Box H-22, BROADCASTING.

Maintenance engineer. First phone required. Large Midwest market. An equal opportunity employer. Box H-118, BROADCASTING.

Young engineer with sound technical knowledge to act as chief of Class 4 station. Fine opportunity for advancement. Must have solid technical background. Send resume and requirements to Box H-133, BROADCASTING.

Engineer to control directional array for large metropolitan city. Send resume and salary requirements to Box H-134, BROADCASTING.

Man with first ticket to take transmitter readings. WAMD, Aberdeen, Md. 21001.

Had enough? A small, growing medical electronic company near Washington, D.C. has a permanent opening for a young, stable responsible family man with good technical background. Send full resume and salary requirements to Biocoustics, Inc., 12316 Wilkins Ave., Rockville, Md. 20852.

Immediate opening—assistant to chief—10 KW AM DA 2-100 KW FM. Experience in directional antenna and solid state circuits necessary. Contact Lee Young, 305-581-1580. P.O. Box #B067, Fort Lauderdale, Florida.

News

News director needed, must be very gung-ho. DJ sports and 1st ticket helpful, not necessary. KMRN, Box 221, Cameron, Mo., or call Mr. Willoughby, 816-632-7201.

24 hr. news op—mdm—market. Needs fifth on-air station reporter, experience preferred . . . growing company where initiative and dedication are regarded. Tapes to WIMA Radio, Lima, Ohio 45802.

Programing, Production, Others

PD. Up tempo rock. Top 25 markets. Must be experienced with proven track record. Be able to motivate and supervise air staff. \$20,000-\$25,000 range. Send resume, references and picture. Box H-34, BROADCASTING.

Creative promotion-minded #1 PD seeks sizeable Northeast market for next challenge. My 5 year #1 station being sold. Top track record as major jock and medium market PD. Box H-85, BROADCASTING.

Need young first phone to handle automation, news, copywriting . . . Stereo station in Los Angeles market. Must be sharp, dedicated to a quality sound, and willing to start at \$600 a month. You shape your own future by a lot of hard work. Attitude and ambition are the names of the games. Send tape and resume, Box H-102, BROADCASTING.

Central Florida medium market top 40 looking for experienced program-production manager, knowledgeable in all phases of what it takes to make a winner. Will handle air shift. Send air tape, resume, salary to Box H-126, BROADCASTING.

Traffic manager wanted immediately for growing suburban New York City AM station, some experience necessary. Send resume and references to WGCH Radio, 1490 Dayton Avenue, Greenwich, Connecticut 06830, or call (203) 869-1490 for appointment.

Experienced traffic director, male or female. Send all details to Muriel Levine, WROV, Roanoke, Va. 25014.

Film editor . . . leading independent station has opening for an experienced re-editor. No news. Ultra-modern plant and excellent working conditions. Send resume and salary requirements to: Mr. Jim Hague, WUAB-TV, United Artists, 8443 Day Drive, Cleveland, Ohio 44129. An equal opportunity employer.

Situations Wanted, Management

Broadcast pro. Last ten years key management with large suburban stations. Seek major NY, Philadelphia or Washington position. Consider good suburban management position if ownership or option involved. Decision maker with program and sales savvy. Fine references. Box H-29, BROADCASTING.

General manager. Top sales producer. Self generating. Will lead and motivate staff. 18 years broadcasting. Age 35. Excellent references. Currently employed as GM. Box H-44, BROADCASTING.

Housecleaning? Combination GM/CE makes sense. Box H-66, BROADCASTING.

Operations manager. Midwest. Experienced as PD and chief engineer. Prefer Contemporary or Progressive MOR. 317-297-4690. Box H-117, BROADCASTING.

GM desires change. Management and/or sales. Station currently number one in large market. Why change? For this and other details, inquire today. AM-FM. Large, medium, small. Box H-121, BROADCASTING.

Experience counts! 4 years radio experience in all phases from jock to GM. College grad with BS Management, 3rd endorsed. I know the meaning of work. Gene Laks, 4023 Terhune Place, Fairlawn, New Jersey 07410. 201-796-3896.

General manager, available now. Box 3312, Green Bay, Wis. 54304.

Sales

Sales ability for sale: inquiry gets complete details. AM-FM. Large, medium, small. Box H-122, BROADCASTING.

Announcers

One of America's most unique personalities available in the fall currently top-rated latest A.R.B. Drive time top ten market. Box G-144, BROADCASTING.

DJ, tight band, good news, commercials, 3rd phone. Box G-212, BROADCASTING.

Broadcast School Director/Instructor—6 years experience, wants out of the school business and back into his first love—radio—Prefer top 40 or up-tempo. Contemporary MOR. Married, vet, 1st phone, super tight board, congenial personality and stable. Searching for station or group to grow with. Will relocate anywhere for right job. Box G-227, BROADCASTING.

Announcers Continued

Progressive? Have broadcasting B.S. backed by experience, love for radio backed by ideas. Boardwork, production, but most into interviewing: who, Pink Floyd, Pappalardi. Ready-to-air: Heap, Free, Rundgren, Blue Oyster, others. Box H-17, BROADCASTING.

Help! I need a change. I'm 28, 1st phone, nearly 5 years experience. I'm competent, dependable and creative. Currently production manager and announcer. Excellent knowledge of popular music. Prefer Wisconsin, will definitely consider every possibility. Box H-70, BROADCASTING.

FM voice appeal. Music/news/stability/drive. H-73, BROADCASTING.

First phone: looking for MOR station with pleasant music, and news. Box H-78, BROADCASTING.

Professional. Finest background. Seventeen years. References. Veteran with college. Strong production and news gathering, air-work, third ticket endorsement. Box H-89, BROADCASTING.

Soul jock, newscaster, salesman, 3rd endorsed, no tape, request personal interview, South preferred. Box H-90, BROADCASTING.

Disc-jockey, newscaster, young, creative, versatile, tight board, experience. Audition tape available. Box H-92, BROADCASTING.

First phone—announcing position. 6 months MOR and C&W experience. Prefer Maryland or Pennsylvania. Box H-99, BROADCASTING.

Black announcer-engineer, 3½ years experience, MOR or soul. Steady family man seeking permanent position in mature atmosphere. Available immediately. Box H-100, BROADCASTING.

Soul stations: white on air pd. Have programed 2 successful Black stations in Ohio-Florida. Great credentials. 13 years experience. 513-274-1003. Box H-101, BROADCASTING.

Top voice by mail. Experienced pro with nearly ten years at major stations in major markets will tape up to 10 minutes of copy (any number of pieces) for \$15. \$1.25 each additional minute. Any style for any format. Box H-106, BROADCASTING.

Florida—warm climate—shoreline. 13 year pro will take pay cut. 513-274-1003. Box H-111, BROADCASTING.

Experienced mature announcer. Basso profundo, South or Southwest. No rock. Box H-115, BROADCASTING.

Three years experience, third, college, good voice, dependable. Box H-130, BROADCASTING.

Personality! Now available. Any format except country. 3½ years experience including telephone-talk. BS in Radio-TV, first phone, pipes, finest references. Vietnam vet. 412-264-9505.

DJ third phone looking for first break into broadcasting, tight board, good news and commercials. Ready now. Larry Fertitta, 12 Lawrence Circle, Middletown, N.J. 07748.

Female country jock, limited experience. Looking for permanent position. First phone. Call 319-753-1989, S. King, Box 113, Middletown, Iowa 52638.

1st phone announcer; technical ability, five years experience, radio and TV. Will relocate. Larry Frear, 1-507-288-6540.

10 year pro presently pulling top-40 drive major market. PD experience. First ticket. Major or upper medium, prefer Midwest. References. 317-297-4690.

On air pd, md, personality. 13 years experience top 40, Contemporary, MOR. Extensive knowledge of hit music since 1956. Will bring top 1500 45's since 1956. Can go solid gold. Super on remotes! Prefer 3-7 p.m., 7-midnight, all-night. 513-274-1003. Nick Powers, 869 St. Agnes, Dayton, Ohio 45407. No market too large or small.

Experienced professional "First Phone" desires position at small/medium market Top 40 station. Reliable, dedicated, married. Henry Kastell, Post Office Box 337, Cumberland, Maryland 21502. 301-689-9312.

DJ tight board, creative personality plus voice, charm, wit, desire. Ira, 626-7749, 3173 44th St., Astoria, N.Y. 11103.

Need personable young combo man? First phone, college and broadcast school graduate looking for first job. Accepts instruction easily. Will relocate. Write: 2334 Caracas, La Crescenta, Calif. 91214. 213-248-6762.

Veteran radio man: needs immediate job. Good pd or staff man for small moderate operation. Older, but versatile, dependable worker. First phone, assist maintenance. Want permanent job but can accept on trial basis. Modest salary. Smith, Route 22, Box 355 C, Terre Haute, Indiana 47802.

Announcers Continued

Impressionable . . . individualistic pro . . . Top market . . . no tape . . . 1800 Bluebird, Munster, Ind. 219-838-8783.

Available immediately, 1st phone top 40 personality. Believes in show preparation. 2 years P/T experience in top 50 market. College grad. Anywhere East. Gary, (518) 273-4263.

Experienced first ticket pd, dj newsmen; available immediately. Seeking any on-air position with good future. Location unimportant. Prefer personal interview. Dedicated, hard worker. Larry Kay, 516-791-6557. 5B Fairview Ave., Valley Stream, New York 11581.

Jazz is my specialty, but can do well with MOR, beautiful format. 7 years experience, currently a teacher and faculty advisor to educational FM. I'd make a good dj, pd. Good production, news. Looking Chicago area, but will relocate if price is right. I'll work hard for you. 312-852-9104, evenings.

Combo-man, tight board, production, news copy. Excellent voice. Contemporary or country, anywhere. Experienced, professionally trained jock who loves radio. Available September 1st with first. Phone 715-842-1470. Lyle Kriegel, Wausau, Wis.

Good dj, tight board, prefer MOR format. 3rd endorsed, will go anywhere. Short on experience but long on ambition and talent. \$150 minimum. Call 213-846-1978.

Seeking top 40 competitive, contemporary market. Seven years contemporary experience. Sunny Dodd, 204 14th Street, N.W., Fort Payne, Alabama 35967. (205) 845-4158.

Technical

Experienced first phone desires technical position or chief, any radio or television station, West Coast preferred. Box H-82, BROADCASTING.

Radio chief engineer, 11 years. In broadcasting near 20. AM-FM Directional—Remote control—Proofs—Micro-wave. Light announcing. Sober. Located eastern Pennsylvania. Conditions more important than pay. Box H-110, BROADCASTING.

12 years experience. Now performing chief's duties. Experienced in all phases of radio. Now employed in Iowa. Box H-116, BROADCASTING.

Want technician job, 1st phone, 5 years electronics experience. Box H-125, BROADCASTING.

News

Blackman—4½ years experience, Indiana University broadcasting major, experienced as news director, news reporter, announcer and production. Radio or TV. Married, presently employed. Box G-243, BROADCASTING.

Young family man, vet, 2 years experience desires work in MOR or news. Box G-339, BROADCASTING.

Morning drive newsmen in small market wants gathering experience. Good delivery, writing; eager. Box H-45, BROADCASTING.

Sports director—sports-caster 5 years experience. Excellent play-by-play football, basketball, baseball and commentary, seeks medium—major market position with sports minded station, 2 years cable TV news and sports college grad. Box H-56, BROADCASTING.

Play-by-play football-basketball-baseball, 1st class, 5 years experience MOR, some sales, 30-year-old family man looking to settle with progressive sports-minded station. Box H-71, BROADCASTING.

News director . . . seeking non-musical chair operation, in major or medium market. Seasoned news pro with over 15 years experience. In major market last 6 years, but would like to relocate. Have 1st phone and production experience. Box H-75, BROADCASTING.

Radio-TV Newscaster. Possess a friendly, articulate voice, a college education and 5 years work experience. Want to progress. Box H-83, BROADCASTING.

Sports-caster guarantees more sponsors and fans for exciting play-by-play at high school and college level in any sport. College grad, three years experience sports director at one station. Wish to change in Aug. to Midwest or South. Box H-88, BROADCASTING.

Available: hard working, experienced, dedicated newsmen with degree. Box H-95, BROADCASTING.

Morning radio newsmen state capitol. College grad. One year experience. Tape and resume upon request. Box H-103, BROADCASTING.

News Continued

Employed 1st phone newsmen seeks change. Experienced "inside/outside." Box H-107, BROADCASTING.

Young reporter with experience as news director, state capitol correspondent, city bureau chief. Will move anywhere. Box H-114, BROADCASTING.

6 years experience, news and sports, college graduate, strong play-by-play. Box H-119, BROADCASTING.

Medium market radio-TV newsmen. Personable, authoritative delivery. Writes only in broadcast style. Follows professional direction. 309-688-2712. Box H-123, BROADCASTING.

J-Grad; 3 years radio experience; stable worker wants responsibility soon. Paul West, 2550 College Avenue #8, Berkeley, California.

Allen Tumej is 30, single, draft-exempt, experienced. Writes and edits well. Has covered legislative, city-county beats. Prefer Southwest; consider anywhere. 210 Elm St., Poyntette, Wis. 53995. 608-635-7127.

Farm director. Agricultural background. Degrees in broadcasting from University of Illinois. Experienced in broadcast news, television production, and farming. With the future of agriculture influencing the future of the world, let me interpret it for your audience. Stu Ellis, R.R.1, Taylorville, Illinois 62568.

Versatile, hard working, professional, first phone. Reports news, loves production and live copy, knows music. Presently employed out West. Looking for medium top 40 or progressive station in or close to Minnesota. Phone: 505-397-1057 or 612-771-2350.

Coverage of your local delegation from the Republican Convention. Connie Lawn, 202-338-5844.

Sports director, three years experience, all play-by-play news, disc jockey. Call (516) 621-3583.

Programing, Production, Others

Black music director, salesman seeks station with future. Box G-276, BROADCASTING.

Fully qualified program director small or medium markets. Box G-279, BROADCASTING.

I am a rock programing specialist, with a proven track record! Will work as a PD in top 30 markets or as a consultant in any market. Box 612, Shawnee Mission, Kansas 66201.

Low budget high quality program available for prestige advertiser. Ballards—standards—religious. Exclusive each market. Tenor and organ. Audition and details from Warren Barfield, 1940 Fairfield Dr., Raleigh, N.C. 27608. 919-833-8478.

Music producer, announcer contemporary music, clear voice, extensive musical knowledge, best suited for FM or program production company. 914-939-2665.

TELEVISION

Help Wanted Management

Financial Officer. Large multi-station TV-Radio home office needs experienced broadcast financial executive capable of providing top management with the information and tools to increase profitability. Must be thoroughly versed in accounting procedures, budgeting, forecasting, control. Salary commensurate with experience and ability to contribute. Box H-21, BROADCASTING.

Large Dixie System is still growing and needs experienced manager who wants a challenge. Must be self starter who can manage people. Some promotion experience helpful. Excellent opportunity in a fast growing southern community. Excellent working conditions and growth opportunity with a medium size MSO. Write stating salary requirements, experience, etc. Box H-30, BROADCASTING.

Sales

Sales promotion manager needed for leading station in Northern Michigan market. Expertise in graphics essential. Send resume to Local Sales Manager, Fetzer Broadcasting Co., Box 627, Cadillac, Mich. An equal opportunity employer.

Announcers

Weatherman-Announcer—opening for professional to perform nightly weather and general announcing. Send tape, resume. WSAV, Savannah, Ga.

Technical

Chief Engineer. Southeastern PTV station. "Take charge" man to head capable nine man staff. Requires experience in B&W, color, VTR, and remotes, plus proven administrative ability. Excellent working conditions and benefits. Send resume and salary requirements to Box G-320, BROADCASTING.

Broadcast engineers, studio and transmitter. Experience preferred but not required. Good electronics background and first-phone license are. Long established California network station. Send resume and salary requirements. Box G-326, BROADCASTING.

Medium size MSO is seeking a "take charge" engineer large established southern system. Must have min. of three years CATV experience in maintenance, layout, head and customer service and management of personnel. First class ticket preferred. Excellent working conditions, insurance, paid vacation. Send resume and salary requirements to Box H-32, BROADCASTING.

Video Engineers. International positions. One of the world's leading manufacturers of TV equipment is offering excellent overseas positions. Must be completely familiar with color TV, digital control is optional. Should be willing to relocate overseas in some of Europe's most exciting cities. Multi-language capability preferred. All replies strictly confidential. Send resume and salary req. to Box H-65, BROADCASTING.

Two FCC licensed, qualified engineers for rapidly developing UHF station in the Midwest. Send resume to Box H-72, BROADCASTING.

Major West Coast independent cable TV engineering firm needs ambitious engineer who can handle people as well as hardware. Engineering degree highly desirable. Motivation essential. Send resume to Box H-81, BROADCASTING.

TV-Radio chief engineer for major broadcaster in large market of the Rocky Mountain West. Must be tops in fundamental engineering, personnel and business management. Send photo and complete resume to Box H-108, BROADCASTING.

New educational station requires 2 experienced technicians. Strong in maintenance. Send resume with three employment and three personal references. Box H-124, BROADCASTING.

Assistant chief engineer—strong maintenance. Contact or write Bill Taylor, WGNO-TV, ITM Bldg., New Orleans. 504-522-6211.

Broadcast equipment sales. Gravco Sales, Inc., a subsidiary of the Grass Valley Group. is expanding its New York office. A strong technical background in color television systems is essential. Sales experience desirable. Please send a resume to Robert Lynch, Gravco Sales, Inc., Station Plaza East, Great Neck, New York 11021.

News

Television news TV reporter-anchorman for Midwest top-50 market NBC affiliate. To handle city-county beat, and anchor daily midday newscast. An equal opportunity employer. Boz Johnson, WSAZ-TV, Huntington, W. Va.

Programing, Production, Others

Production pro wanted at net affiliated medium market station in North Central area. Man we are looking for must be fully experienced in live, VTR and film production, both program and commercial. Prior direction experience necessary. Successful candidate will become production manager and completely supervise No. 1 rated professional staff. Opportunity unlimited for future advancement. Top salary and benefits package. Send full resume in first letter. Box G-304, BROADCASTING.

Director—Top station seeks director with minimum 3 years experience. Excellent opportunity for young, energetic director ready to advance to a position that offers every programing challenge. Send resume and picture immediately. An Equal Opportunity Employer. Box H-80, BROADCASTING.

Promotion manager for community and politically minded station. Must have administrative abilities in all phases of television. Call collect, 512-854-4733, or write Gen. Mgr., KIII-TV, Box 6669, Corpus Christi, Texas 78411.

Art director for ETV station. Experienced in all forms of print and on-air art including scenic design. Salary open depending on qualifications. Equal opportunity employer. Send resume and portfolio to John Hutchinson, WNED-TV, Hotel Lafayette, Buffalo, New York 14203.

State University needs television producer-director to work with its rapidly expanding schedule of instructional and cultural television programing. Write immediately to: A. Roman, Educational Communications, State University College, Potsdam, New York 13676.

Situations Wanted

Sales

Sales manager available immediately. 16 years excellent track record AM and TV. National regional sales manager for 4 TV and 2 AM. Constant increases, even when national averages down 19%. Average increase up 45%. Relocate. Buy in. Box 683, Tyler, Texas 75701. 214-592-6280.

Technical

Seven years television final control operations, Southeast. Box H-37, BROADCASTING.

Eager—Black—29—BA in Telecommunications. Minor in Broadcast Engineering. Presently a broadcast engineer with AT&T—three years. Interested in both production and engineering. Box H-91, BROADCASTING.

First phone. Graduate RCA Studio School, N.Y.C. Familiar with all areas of studio operations. Wilbur Banks, 499 West 130th St., Apt. 2-D, New York, N.Y. 10027.

Experienced documentary and newsfilm crew available for political conventions, Olympics, Vietnam, or other assignments. Clair, Nagra, CP-16 equipped. Smith & Friends, 2735-C Tallulah Dr., Atlanta, Ga. 30319.

News

Reporter-news announcer, medium market, BS, 9 years broadcast experience. Strong on interviews. Some film. Sports reporting-announcing, pro team. Box G-335, BROADCASTING.

Mature TV newsman. 4 1/2 years TV-R news. Degree. Seeks reporting position. Will film too. Considering all offers. Box H-15, BROADCASTING.

News director's position wanted. Six years with consistently top rated, well known news operation. Network reporting-producing duties. Solid ideas for building a professional, top-rated department based on invaluable experience with key NBC affiliate. Am secure here, but seek the challenge of organizing and building. Knowledge, drive, imagination, practical. Box H-39, BROADCASTING.

6 years TV news experience, reporter-anchorman, J-degree, currently media secretary for U.S. Senate candidate. Prefer Pacific NW or major market. Minimum \$800 per month. Box H-62, BROADCASTING.

Recent graduate of outstanding university with broadcast reporting experience desires to work in a medium size market. Would prefer a state capital if possible. Box H-93, BROADCASTING.

Television weatherman—personable, good appearance, medium market experience—BA degree—news writing and directing experience. Potential anchorman and creative talk show host. References. Box H-104, BROADCASTING.

Experienced anchor man-reporter. Nick Isenberg (303) 322-2356, 2890 Elm Street, Denver, Colorado 80207.

Farm director. Agricultural background. Degrees in broadcasting from University of Illinois. Experienced in broadcast news, television production, and farming. With the future of agriculture influencing the future of the world, let me interpret it for your audience. Stu Ellis, R.R.1, Taylorville, Illinois 62568.

Programing, Production, Others

Black woman, experienced film and TV producer/writer, journalism and news experience, M.A. degree, creative ideas, seeks position. Box H-14, BROADCASTING.

Innovative young director at medium Southwest market is ready to move. Experience in news, interview, commercial directing. Only 22, ready to work into bigger market. BA. Box H-74, BROADCASTING.

Available now! Young, professional, creative, enthusiastic producer/director with experience. College degree in TV production. News, commercials, children's shows. You name and I can do it. Will relocate. Box H-94, BROADCASTING.

Radio-Television-film MA with strong film making and writing background seeks start in any media job. Box H-96, BROADCASTING.

Successful small market pd/announcer wants move up as either or both. Cable TV news and sports exp. 23 years old—contemp. MOR/Rock—7 years exp. Young pro can produce. Box H-112, BROADCASTING.

Production assistant with background in education (MS and teaching) and instructional media. Need several years broadcasting experience. Any location including cable. I'm intelligent and work hard. Box H-113, BROADCASTING.

Programing, Production, Others

Continued

Can produce, direct film, edit, and/or write, award winning news, documentaries, sports. Dedicated professional, 14 years experience. Not overpriced. Locate anywhere there's a challenge. Box H-127, BROADCASTING.

Art director. Total creative visual requirements. Thoroughly experienced. Commercials specialist. Box H-128, BROADCASTING.

Producer/Director seeks same. No beginner. Full color experience with CBS network newscasts, complex newscasts, local programs, telethons, great local commercials, and more. Personal and professional references from high local and state government officials. Currently employed network affiliate. Have earned respect from entire station staff and have been described by co-workers as being "too good" to be where I am now. 26, respected, ambitious, educated, clean cut professional, and available with preferably 4 weeks notice to current employers. VTR and credentials with personal interview required. Thank you. Box H-129, BROADCASTING.

Will booth announce, work camera, projection, studio crew, etc. Have network background and RCA training. Married, will relocate. Richard Howard, 37 West 89th St., NYC, N.Y. 10024.

Producer-director-film, young, imaginative, able, eager, experienced, A.B. in radio-TV, cinematographer, 4 years Air Force documentation team, impressive background, knowledge of equipment. Viet Nam Vet. Call or write: Steve Jacobs. 812-339-2316, 2420 Milton Drive, Bloomington, Indiana 47401.

WANTED TO BUY EQUIPMENT

We need used 250, 500, 1 KW, 5 KW & 10 KW AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

FOR SALE EQUIPMENT

Heliax-styroflex. Large stock—bargain prices—tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23872, Oakland, Calif. 94623. Phone (415) 832-3527.

Raytheon transmitter parts for RA-250, RA-1000A and RA-5A AM transmitters. Raytheon transformer repair service available. Write for prices and information. CA Service, Springfield, Vt. 05156.

Mike Boom, Mole-Richardson type 103-B with paramulator. Mint condition. Kluge Films, 5350 W. Clinton Ave., Milwaukee, Wis. 414-354-9490.

FM antenna . . . three bay circularly polarized. Gates FMC-3 with heaters and matching section. 3 1/8 flange termination. Has mounting brackets for utility tower model 340. Presently 92.7. Used only four years . . . new condition . . . never damaged. Available October 1972 or before. In operation now. Asking \$1,850. Make offer. WOBM, Box 927, Toms River, New Jersey 08753.

Used Gates FMC-6 Six Bay, circularly polarized dual-cyclid FM antenna. Excellent condition. Price \$1750. Gates Division, 123 Hampshire St., Quincy, Ill. 62301. Box H-35, BROADCASTING.

Pair of UHF filterplexers, RCA MI-19086F, each adequate for 30 KW with 10% aural, or paralleled for 20% aural of 60 KW with 10% aural. Now tuned Channel 38. Easily modified for Channels 35-48. Also harmonic filters. Hammett & Edison, Box 68, International Airport, San Francisco, Calif. 94128. 415-342-5208.

RCA TR-4 and TR-22 low-band color video recorders, reasonable. Broadcast Equipment Service, Box 2989, Bon Air, Virginia 23235. 703-272-0693.

Ampex designed Model 450 background music tape reproducers, both new and factory reconditioned models available from VIF International. Box 1555, Mtn. View, Calif. 94040. (408) 739-9740.

Complete broadcast mobile unit with 2 RCA 1K-30 cameras, zoom lens, 2 syn. gen., audio, etc. Ready to roll. (312) 738-1022.

For sale—Schafer 800 automation systems. Five Stereo systems, complete with automatic network switching, seven Ampex program decks, TRU-8 generators, and sub-sequencers. Some systems with two or three Spotters, some with Spotter and Carousel combination. All in excellent condition. For further details telephone (212) LTI-7777, Mr. Winston Loyd.

Priced to sell . . . 2 RCA TK-41 color cameras with solid state preamps. 2 Houston-Fearless pneumatic camera pedestals. 2 Houston-Fearless cradle heads for TK-41. 3 GE B&W IO cameras model PC-11. Call Thaine Lyman, 312-467-0300.

Gates Limiter, M3529B. Excellent condition, new set tubes. First \$250 takes. Mervin Ling, KAYT Radio, Rupert, Idaho.

INSTRUCTION

Earn Electronics Degree mainly by correspondence. F.C.C. license preparation included (optional). Accredited, Accrediting Commission NHSC. G.I. Bill approved. Free brochure. Write: Registrar, Grantham School of Engineering, 1505 N. Western, Hollywood, California 90027.

First Class FCC license theory and laboratory training in six weeks. Be prepared . . . let the masters in the nation's largest network of 1st class FCC licensing schools train you. Approved for veterans* and accredited member National Association of Trade and Technical Schools.** Write or phone the location most convenient to you. Elkins Institute in Dallas*** 2603 Inwood Rd. 357-4001.

Elkins in Ft. Worth, 1705 W. 7th St.

Elkins in Houston***, 3518 Travis.

Elkins in San Antonio**, 503 S. Main.

Elkins in Hartford, 800 Silver Lane.

Elkins in Denver**, 420 S. Broadway.

Elkins in Miami**, 1920 Purdy Ave.

Elkins in Atlanta***, 51 Tenth St. at Spring, N.W.

Elkins in Chicago***, 3443 N. Central.

Elkins in New Orleans***, 2940 Canal.

Elkins in Minneapolis***, 4103 E. Lake St.

Elkins in St. Louis, 4655 Hampton Ave.

Elkins in Cincinnati, 11750 Chesterdale.

Elkins in Oklahoma City, 501 N.E. 27th.

Elkins in Memphis***, 1362 Union Ave.

Elkins in Nashville***, 2106-A 8th Ave. S.

Elkins in El Paso*, 6801 Viscount.

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Since 1946. Original six week course for FCC 1st class. 620 hours of education in all technical aspects of broadcast operations. Approved for veterans. Low-cost dormitories at school. Starting date Oct. 4. Reservations required. William B. Ogden, Radio Operational Engineering School, 5075 Warner Ave., Huntington Beach, Calif. 92647.

On the air announcer training at R.E.I. features individual, realistic preparation for your Radio/TV career. R.E.I.'s engineering course features intensive training for the FCC First Phonel Complete either course in just five (5) weeks! Call 1-800-237-2251 toll free for brochure. Write: R.E.I., 1336 Main Street, Sarasota, Florida 33577.

R.E.I., 3123 Gillham Road, Kansas City, Missouri 64109. (816) 931-5444. Or toll free: 1-800-237-2251.

R.E.I., 809 Caroline St., Fredericksburg, Virginia 22401. Call Ray Gill (703) 373-1441. Or toll free: 1-800-237-2251.

R.E.I., 1336 Main Street, Sarasota, Florida 33577. Call (813) 955-6922, or toll free: 1-800-237-2251.

Licensed by New York State, veteran approved for FCC 1st Class license and announcer-disc-jockey training. Contact A.T.S. Announcer Training Studios, 25 West 43 St., N.Y.C. (212) OX 5-9245.

First class F.C.C. license theory and laboratory training in five weeks. Tuition \$333.00. Housing \$16.00 per week. VA approved. New classes start every Monday. American Institute of Radio, 2622 Old Lebanon Road, Nashville, Tennessee 37214. 615-889-0469.

F.C.C. TYPE exams guaranteed to prepare you for F.C.C. 3rd. (\$10.00 with broadcast endorsement) 2nd. (\$12.00), and 1st. (\$16.00), phone exams; complete package, \$25. Research Company, Dept. B, Rt. 2, Box 448, Calera, Alabama 35040.

Pennsylvania and New York. F.C.C. first phone in 1 to 8 weeks. Results guaranteed. American Academy of Broadcasting, approved for veterans, 726 Chestnut Street, Philadelphia, Pa. 19106. WA 2-0605.

FCC 1st phone in 6 weeks. Money back guarantee. Cost \$370. Announcer/disc-jockey training classes start every month. Graduates Nationwide, National Institute of Communications, 11516 Oxnard St., North Hollywood, Calif. 91606. (213) 980-5212

Think about it. We cost less but take more time to prepare you for a first phone. 10 weeks \$355. It's the best way. State approved. Omega Services, 333 East Ontario, Chicago, Illinois 60611. 649-0927.

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Need 1st phone fast, Then the Don Martin School intensive Theory Course (five weeks) is the one you need (approved for Veterans) (Bank financing available). Learn from the finest instructional staff in the country. Utilizing animated films in addition to other visual aids you are assured of obtaining your 1st phone as well as gaining a good basic background in communications electronics. Our proven record of success is surpassed by no one. Why take chances on second best or Q&A courses? Our next intensive Theory Course will begin September 11, 1972. For additional information call or write Don Martin School of Radio & TV, 1653 N. Cherokee, Hollywood, Calif. 90028, HO 2-3281.

MISCELLANEOUS

Deejays! 11,000 classified gag lines. \$10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338.

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter, or trade . . . better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, Illinois 60611, call collect 312-944-3700.

"Free" Catalog . . . everything for the deejay! Comedy books, airchecks, wild tracks, old radio shows, FCC tests, and more! Write: Command, Box 26348, San Francisco 94126.

RADIO

Help Wanted Management

GENERAL MANAGER

for one of our four Eastern stations due to expansion.

John Tenaglia
Exec. Vice Pres.
Broadcast Operations
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230 Peachtree St., NE
Atlanta, Ga. 30303
404-521-1190

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Applications pending in
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Major new L.A. FM facility is seeking a general manager with strong sales and programming experience. Strong incentive compensation.

Mr. Wayne Van Dyck
Cosmic Broadcasting
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MANAGEMENT

Our TV and Radio station clients, including several major groups, are constantly looking for exceptional young management talent in the \$18,000 to \$40,000 salary range. If you are currently a General Manager, Sales Manager, or salesman and would like to be contacted when openings occur that fit your qualifications and career goals, send resume to:

RON CURTIS & COMPANY, O'HARE
PLAZA, 5725 EAST RIVER ROAD, CHICAGO, ILLINOIS 60631. RESUMES WILL NOT BE SUBMITTED TO CLIENTS WITHOUT YOUR APPROVAL. NO FEE.

Help Wanted Announcers

TALK SHOW HOST/HOESSE

Major New York City station seeks socially aware talk/phone show host or hostess with 15-35 appeal. Send tape and resume.

Box H-50, BROADCASTING

Situations Wanted Management

P.D./AIR PERSONALITY

Broadcasting professional seeks association with organization offering opportunity in exchange for results. Top credentials, background, and experience. Currently in Southwest metro. Box G-305, BROADCASTING

STATION OWNERS; MANAGERS:

Ready to become the dominant power in your market? Take charge broadcast management and programing professional seeks challenge. Fulltimers only that want to increase audience, revenue, and offer growth opportunity. Now is the time to make your move.

Box H-41, BROADCASTING

Situations Wanted Sales

Aggressive Creative Sales Manager

2 years small market radio sales
2 years major market radio sales
2 years, going on 3 as a national radio rep.

Conscientious, hard working man to inspire your staff, and bring in those big orders. Heavy experience both agency and retail sales. College Grad. Put this perfect progression to work for you! Box H-16, Broadcasting.

Situations Wanted News

MAJOR MARKET NEWSMAN

Experienced pro with nine years on-air experience at major stations in top-ten markets. Four years as editor and reporter at all-news 50,000 watt. Would consider news directorship at less-than-major station.

Box H-105, BROADCASTING

NEW YORK CITY NEWS DIRECTOR

—now available—

Ready to relocate anywhere for the right opportunity in news management or anchor work. TV or radio. 14 years experience in covering national news, including conventions, space shots, politics. Family man. Expensive, and worth it!

Box H-135, Broadcasting

Situations Wanted Programing, Production, Others

SPORTS

A new concept in sports programming is now available to you at minimum cost.

Exciting 90 second shows featuring all the top big league stars.

Contact:

Good Sports Productions
850 7th Avenue, Suite 705
New York City, New York 10019

212-LT-1-6470

Situations Wanted
Programing, Production, Others
Continued

SPICE OF SPONSORS

Is variety. Network quality voice will voice your spots with spice, TLC, and a smile. Fall line-up special: 60's, \$15, 30's, \$10, 10's, \$5, 24-hour automated formats (10's promos, etc.), \$25. Volume and cash discounts. Send copy, instructions to **RICK O'SHEA PRODUCTIONS**, 1111 Las Vegas Blvd. So. Ste. 317, Las Vegas, Nevada 89104. Free Las Vegas show info.

TELEVISION

Situations Wanted, Management

EXPERIENCED BROADCASTER AVAILABLE NOW

Credentials include full P&L responsibility in general and sales management of VHF-UHF TV stations; AM-FM radio stations; ad agency. Personal experience in Sales, Marketing, Finance, Syndication, Promotion, Human Relations, Programming, CATV and Engineering. Geared to maximize profits and achieve your growth goals. Willing to relocate from West Coast. I'm good.
Box H-120, BROADCASTING

Situations Wanted, Announcers

EMCEE—AVAILABLE

Four years experience with the internationally famous UP WITH PEOPLE Show. Europe, US, Asia, Mexico, Puerto Rico. Age 25. College grad with honors, BBA, wants work, challenge and will travel.

Please write
Box H-77, BROADCASTING

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Programing, Production, Others

A NETWORK VOICE FOR YOUR CLIENTS
 A new, believable face and voice for your market . . . experienced from grass roots to all major networks . . . film, tape, voice over . . . NETWORK QUALITY AT LOCAL RATES. A call to 214-526-4548 can bring you what you're looking for, wherever you may be . . . or you may write for details.

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 Dallas, Texas 75231

Miscellaneous

TV/Radio Broadcasters

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30-minute, weekly program of nostalgia at its best, featuring hundreds of great stars from radio's golden past. Comedy and music recorded between 1909 & 1940's. Rate \$5 per program—no term contract. For audition tape write Hayden Huddleston Productions, 305 Shenandoah Bldg., Roanoke, Va. 24011 or phone 703-342-2176.

Miscellaneous Continued

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Three station major market system expandable to 250,000 homes. Certificate of compliance will double number of stations offered on cable. Seeking expansion via joint venture, merger or capital infusion on any reasonable basis. Reply to President.

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Employment Service

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 Sherlee Barish, Director

WANTED TO BUY
Stations

Sell Your Station

We are looking for an AM or combination AM/FM station in the East or Southeast for immediate purchase.

Box H-63, BROADCASTING

New York City Area

Wanted to buy, radio station within 60 miles of New York City. Would consider partnership arrangement. All replies confidential.

Box H-84, BROADCASTING

FOR SALE Stations

I WANT TO BUY A RADIO STATION

My background is heavy on news and programing but light on sales and administration, so would prefer teaming with another buyer, or investing and working with existing management. My funds \$50/75,000. Not interested in unprofitable properties, or disagreeable locations.

Box H-76, BROADCASTING

FOR SALE

AM STATION: 500 W, daytime, real estate and equipment, terms, contact:

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SE	Medium	Daytime	125M	29%	E	Medium	FM	450M	Nego
E	Medium	AM/FM	365M	Terms	MW	Metro	FM	150M	Terms
E	Metro	Fulltime	565M	Nego	SE	CATV	1,300 Potl	135M	Terms
MW	Major	FM	700M	Nego	SE	Major	Fulltime	2,000M	Nego



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 Please write: 5 Dunwoody Park, Atlanta, Ga. 30341

Profile

Growing up with O&M and television: Jules Fine

On a late night in the mid-fifties David Ogilvy prowled the darkened offices of his then modest-billing advertising agency in New York, searching for someone with television know-how with whom he could watch a commercial for Dove soap. He happened across Jules Fine.

Ogilvy & Mather had purchased a spot to run in New York in *Cinderella*. It was a TV event. Mr. Fine, who was media supervisor ("I was the media department"), was proud of the buy, and a memorandum had been sent around the agency, announcing the purchase and suggesting people watch the show and the commercial.

The two men walked to a set near Mr. Ogilvy's office, turned it on and waited expectantly. The tube lit up but nothing appeared on the screen. Mr. Fine noticed the set had been tuned to an unused channel. He turned the dial a notch and "the picture—and the Dove commercial—came up beautiful." From then on, says Mr. Fine, "my media expertise was established with David Ogilvy."

The incident perhaps best illustrates how far television and the Ogilvy agency—and Mr. Fine—have come.

Mr. Fine is in the top tier of the agency, is a senior vice president, is on the board of publicly held O&M and since April 1970 has been director of marketing services. In this post, four groups report to him through the department heads—media, broadcast, computer services and research. For the past six months, Mr. Fine has also been acting as director of research.

Mr. Fine acknowledges his career has been tied with the agency's expansion. He notes that when he joined Ogilvy the agency was small (some \$12 million in billing, less than half of that in broadcast, and 70 people in all working there). Today, the agency ranks among the giants, bills \$200 million, of which almost 70% is in broadcast.

"It was a terrific opportunity," Mr. Fine says of his early years at Ogilvy & Mather. "Television was a whole new medium. People operated in television with radio principles. A lack of years in the business was not a handicap but an advantage. Veterans had to make the transition or they didn't make it in media. It was a period for learning, for developing new things. The timing was extraordinary."

A bachelor, Jules Fine was born in a little town in Pennsylvania and for years lived in the Bronx borough of New York, where he was brought up. "I spent virtually a whole life in the Bronx. Then I discovered that I was about the only one left in advertising who admitted to living



Jules Philmore Fine, senior VP and director of marketing services, Ogilvy & Mather, New York; b. Jan. 25, 1931, Sunbury, Pa.; BA, City College of New York, 1952; media research supervisor in charge of Procter & Gamble and Whitehall products, and assistant account executive on Spic & Span, Biow Advertising, New York, 1952; U.S. Army, 1952-55; Biow, 1955; media research supervisor, Ogilvy & Mather, 1955-58; associate research director in charge of media research and sales analysis, 1958-62; associate media director on General Foods, Pepperidge Farm, Sears, Roebuck, Bristol-Myers and Computer Development Program, 1962-66; VP, 1963; director of media, 1966; senior VP, 1968; board of directors, 1969; present post, April 1970; bachelor.

there." Two years ago he moved to Manhattan.

A colleague at Young and Rubicam says that "Jules Fine is a sports nut. He is so rabid a fan that I often say of him that I expect he'll have season tickets to events which haven't even been planned." Mr. Fine himself says he does have season tickets to the home games of the New York Football Giants and the Jets. But as a devoted follower of the Giants, he takes to watching Giant games on a portable TV set while he is in the stands at Shea stadium, where the Jets play. "That habit," he notes dryly, "annoys a lot of Jet fans."

A media executive at SSC&B, an intimate colleague of Mr. Fine, says, "Jules Fine is very bright. And he is a warm person. People respond to him because he has an interest in them. He has a calming influence on those who work with him. When things go terrible all around, Jules is apt to say, 'Let's look at the problem and work it out.'"

He tells this story at his own expense: In Chicago about five years ago, he delivered a presentation on television to a number of Sears, Roebuck senior execu-

tives gathered at a huge merchandise showroom. The room was dark, the lights on at the podium. "A short way into the presentation I had an uncomfortable feeling that somebody was looking over my shoulder. It annoyed me and I looked part way round and sensed a figure standing there. I pointed to an empty seat in the audience and said, 'Why don't you take a seat out there? You will be more comfortable than standing up here on the stage.'"

"Everybody laughed at that. I took a good look. The 'man' behind me was a mannequin, dressed in a sports jacket and left over from a show held there before."

An avid reader of science fiction—he completes an average of three novels a week—Mr. Fine is a realist in the media world. His influence on policies, both within the agency and in the industry, has been pronounced.

He has been associated with many projects, some rewarding, others perhaps frustrating. One of the most complex, he recalls, was a study, results of which were reported only to clients and to their other agencies, that took a full year to prepare. It dealt with television, more precisely its advertising effectiveness in relationship to dayparts.

One of the more "disappointing" experiences, he says, was the project in which he cooperated with General Foods a few years ago in a short-lived attempt to spur an industrywide study of TV clutter. "It's still with us; the problem is even more so now with the pressure exerted by consumerism."

Mr. Fine may now be out of the daily routine of broadcast planning and placement, but his grasp of television and radio as marketing tools is firm and his concern over their relationship to the client-agency function is real.

He believes broadcasters, for example, ought to rechannel their efforts away from proposing dual liability, of agency and advertiser, in business contracts. "They are looking at the problem backwards," he says, because broadcasters can only benefit from the current practice that in effect has agencies checking the credit of "advertiser entities who number in the thousands."

Another is the question of who will do the broadcast media function for an advertiser. This subject, he believes, demands constant attention and study, as one that bears directly on how agencies "structure ourselves and how we will equip ourselves."

Still further ahead, Mr. Fine anticipates that the selling and buying function will change with more direct contact between agency and station—the regional buying trend among the larger agencies, he notes, would appear to be an early sign of that development.

Editorials

A general embarrassment

All of the congressmen who voted again this year to retain Section 315, the equal-time law, must share the profound humiliation suffered by broadcast stations that were forced by that law to carry commercials for J. B. Stoner, candidate for the Senate from Georgia. As reported here a week ago, Mr. Stoner, an avowed white supremacist, campaigned on a platform of unabashed bias against blacks. The language in his radio and television advertising was an affront to any sensitive white and an unforgivable offense to any Negro.

Yet there it was on the air, in all its Neanderthal indecency. ". . . The main reason why niggers want integration is because the niggers want our white women. I am for law and order with the knowledge that you cannot have law and order and niggers too . . ."

Now *there's* a quotation that fits right into the claim that Section 315 advances political enlightenment.

Rare chance

Republicans, if they are so minded, have a made-to-order opportunity to capitalize on an error of their opposition.

The Democrats, at their nominating convention last month, had been importuned to include in their platform a plank favoring full freedom for the broadcast press and opposition to the indefensible counteradvertising crusade. But the platform committee chose to ignore all of the suggestions advanced by the networks and the National Association of Broadcasters.

The same pleas now are before the platform committee of the Republican National Committee. These are in presentations from Julian Goodman, president of NBC, and Frank Stanton, vice chairman of CBS. The latter also favored election reform and greater support for noncommercial broadcasting (BROADCASTING, Aug. 7).

Since President Nixon, the nominee-apparent of his party, is already on record as in full and sympathetic agreement that there is urgent need for relief from the onerous problems of broadcasters, as enunciated at his meeting with 30 broadcast executives last June 22 (BROADCASTING, June 26), the GOP platform committee should have no trouble whatever in fashioning a plank in keeping with the President's expressed views and in recommending its adoption at the Miami Beach convention beginning Aug. 21.

Political platforms do not constitute legal commitments and may be honored more in the post-election breach than in the observance. But as long as platforms are written as part of the quadrennial political extravaganza, the candidates in some measure will be judged by what their resolutions say.

All together

In an unusual suspension of intermedia rivalries, five organizations of working journalists have agreed on a draft of legislation to restore confidentiality of news sources. The legislation is needed to overcome the effects of a Supreme Court decision denying newsmen the right to withhold information in government investigations (BROADCASTING, July 3).

In a 5-to-4 decision the court held that journalists must respond to subpoenas and answer questions under conditions applying to any witness. Among journalists, the judgment has been viewed as a severe deterrent to investigative work.

The proposed legislation that has now been offered by the five news groups—the Radio Television News Directors Association, Sigma Delta Chi, the American Society of Newspaper

Editors, the Associated Press Managing Editors Association and National Press Photographers Association—would put things back in perspective. Newsmen could promise reasonable protection to sources without becoming the agents of illegal acts.

Under the chairmanship of William J. Small, CBS News vice president, Washington, the Joint Media Committee of the five groups has delivered a sound proposal that deserves the backing of broadcast ownership and management.

Give up, senator?

Three years ago Senator John O. Pastore (D-R.I.), chairman of the Communications Subcommittee, undertook a personal crusade against violence in television programming. He bulldozed the surgeon general into spending a million dollars to determine whether violence on the tube leads to violence in life.

The surgeon general appointed committees, assigned specialists, distributed academic grants and eventually submitted a report that was, to say the most for it, inconclusive. About the only concrete proposal that it made was for a further exploration of the subject—at more government expense, of course. Senator Pastore's reaction was to order the secretary of health, education and welfare, who is the surgeon general's boss, to invent a "violence index" that could be used to measure television department.

Now, after consultation with still more scientists and academicians, the secretary of health, education and welfare has made the only reply a responsible man could make to the senator's request. He has said there is no easy way to arrive at a meaningful index of television violence that is likely to exert an effect in real life. It can be done, he said, but only at additional expense.

The fruitless search for Senator Pastore's magic formula is turning into a welfare program for professors and bureaucrats. If there were a point to it, the project might be excused, but there is none. Television violence is no issue in the contemporary world.

If the senator wants to measure violence, he can do so easily at his neighborhood cinema. The blood in such current hits as "The Godfather" can be measured by the quart.



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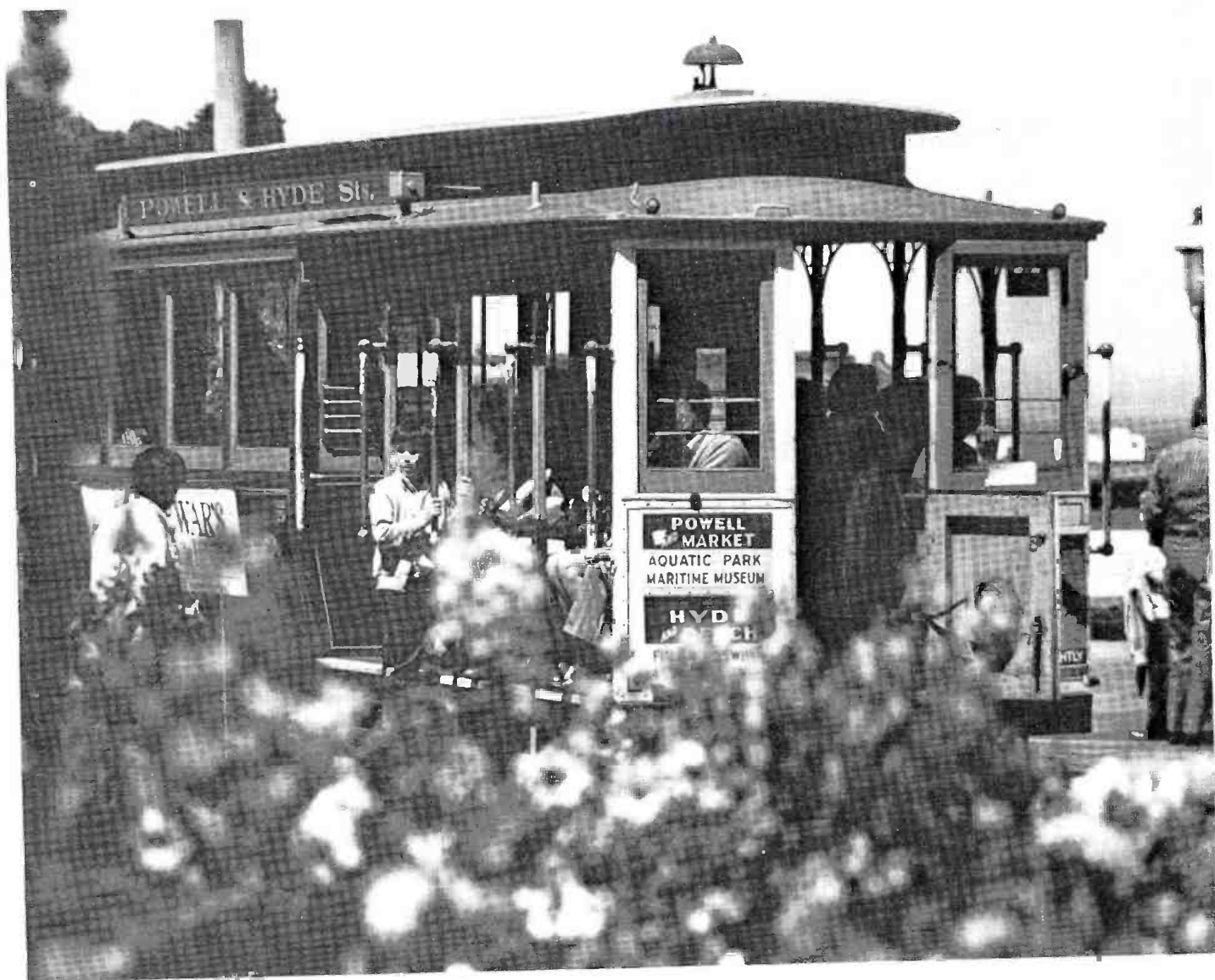
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